

CHEMIST & DRUGGIST

The newsweekly for pharmacy

March 16, 1985

a Benn publication

AAH and Vestric
— wholesaling's
new number one

And Barclays
close Sheffield

The '£2' script
is condemned
on all sides

Limited list:
full debate
on Monday

Perfumes: is
swag a burst
balloon?

PERFUMES &
FRESHENERS &
DEODORANTS
SPECIAL FEATURE

FROM PHILIPS. THE BRAND LEADERS.

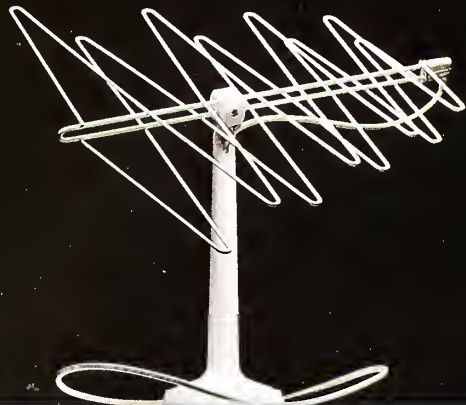


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COMMENT

Last week wholesalers Barclays announced the closure of two depots at Newport and Stoke while remaining silent on trade rumours that their remaining branches were under threat.

In Comment we speculated on the future of pharmaceutical wholesaling, suggesting that a name we might soon have to get used was Allied Anthracite Holdings, whose January purchase of Herbert Ferryman and Northern Pharmaceuticals had set them firmly on the road to a national network — they already owned Hills Pharmaceuticals and Mawson & Proctor.

This week Barclays shift out of the national league has been further emphasised by the pending closure of their Sheffield branch, leaving them just two depots, while AAH have achieved their national network in one fell swoop with a proposed takeover of Vestric from Glaxo.

However, one other item of conjecture, that of Unichem moving a little closer to their goal of serving "all independent pharmacies" remains unfulfilled. C&D has, in the past, cautioned against that company's clarion call to pharmacists to "join up" in order that it can, in the best interests of its pharmacist shareholders, dominate the wholesale scene. With the emergence of AAH, now the largest wholesaler, subject to the whims of its shareholders and of the Office of Fair Trading, this warning will also have to be levelled at them.

Back in November C&D said: "We believe the choice of wholesaler should be as large as the market will stand. There is some overcapacity in the industry yet, but a working balance between the (then) big four and the depots run by their regional competitors must be to the good of

pharmacists, customers and patients...Only so much cash can be extracted from any manufacturer by even the largest wholesaler before even the benefits of scale are exhausted."

For the moment AAH say they intend to operate their constituent wholesale companies including Vestric as self-contained operations, taking full advantage of joint buying power and sharing support services. Bill Revell, the AAH executive responsible for the pharmaceutical division, says pharmacists should value the security of supply the group can provide at a time when the survival of some wholesalers is in doubt. Continuity of supply is essential but would that it could be from an expanding wholesale base. AAH may be tempted to rationalise their depots where there is overlap.

Depot closures have been the order of the day — a domino effect that started to gather pace with Sanger's demise back in 1982. And who is to say this pattern is at an end. The limited list and the £2 script charge are destined to shrink script volume and the wholesaler's ethical business. In some quarters hopes are high that pharmacists will be able to regain much of this business with OTC medicines sales. A Retail Business survey this month questions that philosophy (p543). And certainly, the pharmacist will have to make himself more available to his customer/patient and present himself, his pharmacy and his medical merchandise to better advantage. Or the grocer will have his evil way with GSL medicines, and the manufacturer neglect the "P route" to good healthcare. If that happens, the writing will be on the wall for the pharmacist, his wholesalers and their patients.

'£2' script condemned on all sides

The £2 prescription charge has been condemned by the Pharmaceutical Society and National Pharmaceutical Association as a "swingeing increase". The Pharmaceutical Services Negotiating Committee deprecates the increase, maintaining it is a prescription tax. Secretary for Social Services Norman Fowler's reason for the increase is to raise much needed cash for the Health Service

The Government is seeking an extra £19m from prescription charges to help offset the cost of the drugs bill which now stands at £1.5 billion a year, Mr Fowler told the Commons on Monday.

The basic prescription charge goes up 25 per cent on April 1 to £2. "Even so," said Mr Fowler, "the charge will cover well under half the cost of the average prescription which is now £4.50."

There are equivalent increases in prepayment certificate charges: a 12-month certificate will go up £5.50 to £30, and the four-month certificate goes up from £8.50 to £11. And there will be provision for a refund where, within a month of the certificate becoming valid, the holder becomes exempt or dies, Mr Fowler added. Prescriptions for elastic stockings will cost £2.

Equivalent steps are to be taken by the Secretaries of State for Scotland and Northern Ireland.

"The result is that the health service remains predominantly funded by the general taxation which accounts for 86 per cent of expenditure," Mr Fowler said. "A further 11 per cent is derived from National Insurance contributions. After the changes charges will account for only some 3.2 per cent of total health spending."

"The net effect of the changes the Government is making to all health charges (including dental fees) this April will be to increase total income from charges by some £40m next year. This will be a contribution towards the extra £670m of health service spending in England we are planning next year." Total health service spending will be increased by £800m to some £17.5 billion: an increase of 20 per cent in real terms since this Government came to power, Mr Fowler claimed.

Speaking on ITN's lunchtime news on Tuesday Mr Bruce Rhodes, assistant secretary at the Society, was at pains to explain that pharmacists would not benefit from the increase. "Pharmacists are tax collectors for the Government," he said.

As such more pharmacists would be

asked by those who could not afford to pay for three or four items which were the most important. But the pharmacist was not in a position to be able to give such advice, Mr Rhodes said, as they would not know the doctor's diagnosis.

Asked about exemptions, Mr Rhodes said there should not be a prescription charge in the first place: "Medicines should be free at the time of need." But the exemption arrangements were "a bit of a hotchpotch," and should be widened.

'Medicines should be free at the time of need... Exemption arrangements are a hotchpotch.'

NPA director Mr Tim Astill told *C&D* there was no justification for discrimination against people who are sick.

He too, when interviewed by a BBC television news team this week, was at pains to point out that pharmacists would not benefit from the increase. Indeed, they would probably lose out since doctors would write scripts for larger quantities and people would probably be put off having scripts dispensed because of the higher cost. Both would mean fewer prescriptions dispensed and less in fees for pharmacists, he said.

PSNC's chief executive Mr Alan Smith concurred with that view. He told *C&D* that the increase, coupled with the limited list arrangements, could mean at worst a reduction in script numbers of one or two per cent this year. PSNC had been predicting that numbers would level off this year as a result of the limited list (*C&D* February 23 p366).

In terms of cash flow the extra 40p would possibly help, but in the longer term pharmacists would suffer, Mr Smith explained. The profit element of the contract took account of capital employed, which would obviously fall if more money were received immediately.

Defending the new £2 per item charge in the Commons on Monday, Mr Fowler challenged the Government's critics to

explain how they would find money to provide essential resources for the NHS without maintaining "a reasonable charging policy".

He stressed: "We shall provide £800m more for the health service next year and the issue is how is the money to be raised."

Mr Michael Meacher, Labour's shadow Secretary for Social Services, protested that the introduction of the £2 charge meant that prescription charges would have increased 10-fold since the Government took office in 1979. He claimed the increase broke election promises made by the Prime Minister and would cause hardship to many patients, merely in order to enable the Government to provide "more hand outs for the rich" in next Tuesday's Budget.

Mrs Edwina Curry (Conservative), who said the reaction of most people would be "Ouch," advocated a switch to a new charging system which amounted to a proportion of the cost of drugs supplied (35 or 40 per cent of the prescription).

Mr Fowler answered: "We can look at that but the £2 prescription charge with the exemptions is a better way than the proportionate type of prescription charge, which we have looked at in the past."

Mr Fowler also pointed out that in 1979 300 million prescriptions were dispensed. By 1983 the number had increased to 315 million, and at the present time it was estimated at 320 million — "so the number of prescriptions has increased, not decreased."

☐ The cost of dental treatment goes up from a maximum of £14.50 to £17 plus 40 per cent of any extra work above that. Crowns, inlays, bridges and dentures go up by between 6 and 10 per cent.

A PL(PI) for API plus refusals

The Association of Pharmaceutical Importers has been granted a PL(PI) for Natrilix 2.5mg from Italy, but has had further applications turned down.

The refused products include Lioresal 10mg tabs, Probanthine 15mg tabs, Clinoril 200mg tabs, Inderal 40mg tabs, Neo-medrone acne lotion, Proctosedyl suppositories, Ledercort 4mg tabs, Librium 5mg caps, Diurexan 20mg tabs and Salazopyrin EC tablets.

No date has been set yet for the hearing following last week's High Court decision to allow a judicial review of the HD endorsement scheme. The Department of Health has three weeks from the time the papers are served to make a reply.

List debate due on Monday

MPs will have a full scale debate on the Government's limited list proposals on March 18.

Labour MPs are expected to vote against the National Health Service (General Medical and Pharmaceutical Services) Amendment Regulations, and the equivalent regulations for Scotland. Labour leader Neil Kinnock tabled a motion opposing the Regulations last week. A number of Conservative MPs have expressed concern over the list.

A leaflet is being prepared for issue to patients through general practitioners and pharmacists informing them of drugs no longer available on the NHS after April 1, Mr Kenneth Clarke, Minister for Health, said in the Commons last week.

Fowler 'appeals' to BMA

Secretary for Social Services Norman Fowler has urged the British Medical Association to agree to talks over a possible appeals mechanism for prescribing non-listed medicines.

When he announced the list last month, Mr Fowler indicated he was willing to discuss with the profession an appeals system for doctors wishing to prescribe non-listed drugs in specific cases.

Mr Fowler said the BMA has refused to talk to him until after next Monday's Commons debate on the list. "I regret that, but I hope after that debate they will come to see me as soon as possible."

Mr Fowler renewed his attack on the pharmaceutical industry's campaign against the list proposal: "The Association of British Pharmaceutical Industry's campaign has at times been disgraceful and hypocritical."

Drugs officials later faced a joint committee of MPs and Peers considering the form of the legislation implementing the limited list system. The committee checked its background and form but it suffered little direct criticism.

Committee chairman Mr Christopher Murphy (Con), pointed to discrepancies between the English and Scottish drug lists. But Mr Venning, for the DHSS, maintained that discrepancies were due to the "hurry" in making the lists. Mistakes on the Scottish list were mainly corrected in a supplementary schedule. Remaining changes would follow as soon as possible.

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BMA ready for list challenge

Subject to legal advice doctors' leaders are to challenge the legality of the Amendment Regulations laid down before Parliament on March 1 to implement the limited list.

Should legal proceedings go ahead the costs are likely to be borne jointly by the British Medical Association and the General Medical Services Committee. Both bodies passed motions supporting legal action last week.

They also reaffirmed their policy of opposing the Government's imposition by regulation of a national limited list. However Dr Michael Wilson, GMSC chairman, said that if the list became law, doctors would comply with it.

"The decision on legal action will be made over the next week or two. We have

to move quickly but not with indecent haste," he said. GMSC solicitors had only recently had sight of the Regulations and had been informed of the criteria used to draw up the list. "The affidavit has to have the substance of the case we will be making. A lot of legal work has to be done."

BMA legal advisers were present at a meeting of the Joint Statutory Instrument Committee which met on Tuesday to determine that the Amending Regulations complied with primary legislation. Section 1 of the NHS Act says there shall be a comprehensive health service free of charge. Section 41 requires each health authority to supply proper and sufficient medicines.

However these clauses are so widely drawn that it would be difficult to challenge them legally, Dr Wilson said. But he felt the Government's definition of the criteria used in drawing up the list had not altered the BMA's position regarding its complaint made to the European Commission.

List circular pleases PSNC

The meeting between the Pharmaceutical Services Negotiating Committee and the Department of Health last week over the draft health circular on the limited list was "very satisfactory," according to chief executive Alan Smith.

The circular clears up grey areas where the new Regulations were not descriptive enough to prevent the situation being misused, he told *C&D*. Doctor's leaders have objected to its "lecturing" tone. The circular was printed this week, and Mr Smith estimates it will be distributed by next Friday.

However, he was critical of the way the legislation had been rushed through. "Looking at it uncharitably one could say

the thing had been cobbled together too quickly. But it shows what the Government can do if it sets its mind on it. We have been attempting to get changes made to Regulations affecting pharmacists for four years." The time schedule allowed meant it had been impossible to consult local pharmaceutical committees, or even the full PSNC.

Dr Michael Wilson, chairman of the General Medical Services Committee, has criticised the tone of the health circular advising on implementation of the list.

"In general terms a circular is meant to explain what the Regulations mean. This goes beyond an interpretation of terms of service to where it is lecturing a doctor on how to conduct his practice," he said.

The GMSC had sought a meeting with the Minister of Health in an attempt to render the circular less offensive. He indicated that he was particularly unhappy over the way the circular dealt with private medicine sales by dispensing doctors.

Criteria used to compile list revealed

The criteria used by the Department of Health to determine which medicines were included in the limited list were revealed in the Commons last week by Health Minister Kenneth Clarke.

The General Medical Services Committee asked Mr Clarke in January for precise details of the criteria being adopted. A limited list would only be compatible with EEC law if the determination of excluded drugs involved no discrimination regarding the origin of the product and was carried out on the basis of verifiable criteria, the GMSC maintained.

The British Medical Association asked the European Commission to intervene to prevent introduction of the list when no reply had been received from the DHSS after a fortnight.

The overall objective on deciding which drugs should be prescribable was to meet all real clinical needs at minimum cost to the NHS, said Mr Clarke.

"The criteria used when considering individual medicinal products were the same in each therapeutic category covered by the limited list. First, was the product required to satisfy a real clinical or therapeutic need not met as effectively by any other product available? If so it was put on the list regardless of cost.

"Secondly, did it meet a real clinical or therapeutic need at least as effectively, and at the same price or more cheaply, than any other available product? If so, it too was put on the list. Any products that were more expensive but not more effective

were excluded."

In considering clinical needs, not only was the specific therapeutic action of the products under consideration taken into account, but also the practical problems of general medical practice. Such problems as the acceptability and palatability of the products and the need to have a choice of effective remedies wherever practical were considered, said Mr Clarke.

Drugs prescribable only for specified conditions (at present only one, clobazam for epilepsy) are those which have more than one distinct therapeutic use and which meet this criterion for at least one of those uses but do not meet it for all of them.

The main schedule includes substances which the Advisory Committee on Borderline Substances has advised are never medicines in general practice circumstances. The independent experts advising on the contents of the limited list also recommended that to achieve maximum economy drugs should (wherever possible), be prescribed generically, Mr Clarke concluded.

□ The European Commission will use all means at its disposal to ensure that national measures such as the limited list conform with EEC law, the UK commissioner Lord Cockfield told Euro-MP Lady Elles last week.

Lady Elles said that the Duphar case in the Netherlands (238/82) had laid down the conditions of restrictions on prescribing under a compulsory national sickness insurance scheme.

Lists of medicinal products excluded from a national insurance system must be drawn up without reference to product origin, in accordance with objective criteria such as the existence of other less expensive products having the same therapeutic effect, and the fact that they are freely marketed off prescription, said Lord Cockfield. The criteria laid down must be verifiable by any importer.

List flawed claims ABPI

There are over 100 examples of discrimination against products in the Government's NHS blacklist, said Dr John Griffin, director of the Association of the British Pharmaceutical Industry, on Wednesday. He also accused the DHSS of breaking confidentiality in blacklisting medicines not yet marketed.

Nurofen, Proflex and Inabrin ibuprofen brands were blacklisted, but 500

Maxagesic, Seclodin and Novaprin (marketed by non-ABPI companies, he noted) were not. Sanatogen vitamin C and Nova-C are not blacklisted but other brands are. Dr Griffin would not give a full list as he said it would help the DHSS rectify its errors.

The differences between the Amending Regulations for England and Wales, and Scotland had concerned the Statutory Instrument Committee, which met yesterday. "The differences are symbolic of the haste with which the list was put before Parliament," said press officer Peter Lumley. The Department had had to admit that MPs are being asked to vote on legislation that is flawed and will have to be corrected later, he said.

PSNC confirms oxygen tender

The Pharmaceutical Services Negotiating Committee has confirmed that it will tender for the supply of oxygen concentrators, through pharmacy contractors, in the nine regions in England and Wales nominated by the Department of Health.

A review of the negotiations with suitable oxygen concentrator suppliers at last month's meeting, showed that the technical specifications could be met.

The DHSS said it was still hopeful tender documents for oxygen concentrators would be available for issue before the end of March 1985. However, it could give no guarantee that this target date would be met.

Hydrocortisone per cent. The proposed change in the Medicines Act moving 5g packs of cream and ointment from POM to P was welcomed. PSNC has recommended that the pack size be increased to 15g.

Computer for CCB. The Committee has approved, in principle the installation of a computer to aid the compilation of Drug Tariff amendments by the CCB and speed the issue of current prices to contractors.

Insulin — dead stock. A further letter requesting that compensation be given to contractors who hold stocks of 40 and 80 unit insulin had been sent to the DHSS. An early reply to this letter had been promised. The Committee said contractors should retain their stocks until final agreement had been reached.

Rural Dispensing Committee. A request from DHSS that deputies for lay members of the RDC be allowed was approved.

Debendox cleared

A US court has ruled that Debendox did not cause birth defects in babies of mothers who took the medicine.

A Cincinnati Federal District Court turned down appeals from 1,100 US plaintiffs on March 12.

A spokesman for Merrelle Pharmaceuticals, Merrelle Dow's UK subsidiary, told C&D that the company sees this as a major decision, and consistent with findings at two previous trials. "We are just disappointed that people may have been misled by a public campaign implying that Debendox caused birth defects," he said.

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by Xrayser



Sussex pharmacist Shabbir Abdulhussein of Wilmshurst Chemist, Crabtree Lane, Lancing, is Unichem's first big Classic winner. His cheque of £1,000 was an "instant" win on a scratch card received with purchases featured on the Unichem monthly special offer list. Pictured with Mr and Mrs Abdulhussein, is Bill Hart, Unichem's marketing director

Humans, not animals, for cosmetics tests

There should be a new approach to the testing of cosmetics, with the emphasis on humans rather than animals, suggested a leading toxicologist last week.

Professor Roy Goulding, of the University of Surrey and Guy's Hospital, said that no more animal tests should be done on those cosmetic ingredients which had been around for many years. Instead, rigorous epidemiological studies could be carried out to find out if there were any health differences, for example, in the incidence of cancer. This would be better than long term animal carcinogenicity testing.

Professor Goulding questioned the necessity or relevance of testing a new ingredient for topical reactions on the shaved skin of animals. Humans volunteers could be used under the supervision of clinical dermatologists specialising in contact dermatitis.

As for replacing the Draize test for eye irritation, Professor Goulding admitted he would not readily subject himself to ocular inoculation, but he believed the industry was on the verge of devising *in vitro* techniques that would spare rabbits.

Professor Goulding said that toxicology experts responsible for the approval of cosmetic ingredients were bound to be ultra-cautious. But that should not deter those who wished to be more innovative. The industry should try new techniques alongside the old ones. It might then become clear that the older procedures should surrender to the new with benefits all round. Professor Goulding was presenting the Society of Cosmetic Scientists' Silver Medal lecture.

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Our friends

I've had a letter from a pharmacist in Barnsley drawing attention to the method being used to promote the sales of Solmin in that town. A lady demonstrator in his local Asda store was handing out packets containing four Solmin tablets to customers along with a pamphlet on headaches.

In 1985 this is a wholly unacceptable way of promoting the sales of any medicine. The merits of the product are sufficient in themselves to commend them to prospective buyers. I take aspirin myself and don't particularly enjoy chomping them up in my mouth, but, since I don't like the thought of one, two or even three aspirins disintegrating in one spot *in vivo*, I put up with it. I sell Solmin it offers some of my customers a more acceptable product than the stock aspirins I use.

But it is more than exasperating to find a firm like Reckitt & Colman descending to this form of promotional activity. How can they possibly justify the free distribution of drugs from a supermarket? I would ask the Pharmaceutical Society to make our views clear in the strongest possible terms to the management.

The National Pharmaceutical Association might also feel inclined to point out that pharmacists view this with considerable disfavour. The fact that it could happen at all is merely one small argument for NPA continuing the advertising campaign at its level of £50 per pharmacy. And even that is low when you consider the effect the Government blacklist is going to have on our script levels. Having looked at my scripts — 70 per cent geriatric — I reckon I could lose about 25 per cent of the numbers. There is no way I can see this being made up in over-the-counter compensatory sales. If I drop only 10 per cent, as one colleague suggests, I shall consider myself lucky.

Kent reprise

A while ago I wrote a sad little bleat about Kent, wondering what had happened to the firm which for years had been my main supplier of toothbrushes. Well, I am glad to learn they completed the most modern toothbrush factory in the world this year at their site at Hemel Hempstead, and have launched a complete new range of toothbrushes (*Letters* last week). Advertising is currently running in 17 key magazines. You have probably already been offered the new range with generous terms?

Well the managing director also

suggested that if I were to contact him he would be delighted to call and show me the new range. I'd be delighted too, but regretfully have to remain anonymous. Instead I'll just have to stay "one of the calls" for the regular rep whose territory I grace. I look forward to a pleasing tussle over terms and bunce when I place my order for the new range...

Warm Wellcome

Isn't it nice to be invited out as though you are someone special! Isn't it nice to have a company who think you are and honestly try to help maintain your business. I have already accepted the invitation to attend their local junketing with a couple of my staff, the best lookers of course, Jack and Jill. With all that Actifed Co in my storeroom I may well need their help.

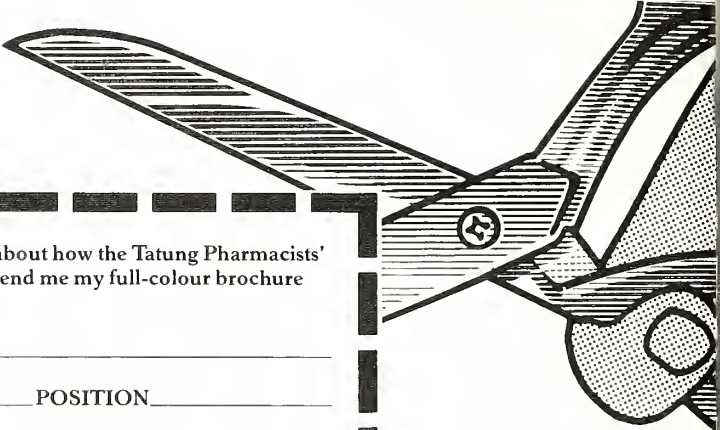
This year I have been reviewing the products I want to stock and the firms I intend to deal with most. Can there be any doubt that Wellcome must be one of the first favourites? I wonder if they would consider giving us a revamp of their Emperin range complete with an orally soluble aspirin?

Optical illusions

I've twice been offered deals on spectacles, the suggestion being that I could make 100 per cent profit on products I sold against prescriptions. One firm wanted me to take about £2,000 worth of stock and perhaps equipment, the other much less. In effect I would be acting as a mail order agent with a responsibility for ensuring a decent fit no doubt. I'm not entirely sure that it wasn't suggested I could sell simple corrective reading glasses without prescription? However with half a dozen opticians in my area there is already a good service, even though one or two of them are certainly overcharging their patients.

While it might be true that some strong minded customers might bring me a few scripts, the numbers would not justify a heavy outlay in cash or training. I feel the market will rapidly settle down with one or two "cut price" specialist suppliers in each major shopping conurbation. They will do alright and will provide a constant check against those who in the past abused their monopoly position. But in my suburban parade, I don't think I would do enough business to make it worthwhile.

As for the article last week by Ian Hunter, of the Association of Optical Practitioners? I reckon he was trying to put the frighteners on us, don't you?



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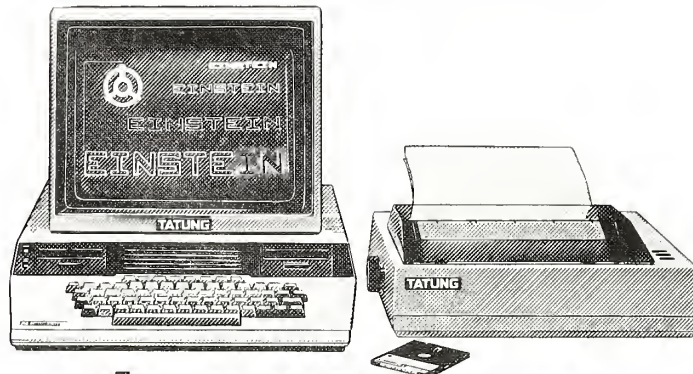
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Lutèce perfume arrives from Houbigant

French perfumers, Houbigant are launching a new fragrance called Lutèce.

The collection comprises parfum (7ml, £25), eau de parfum spray (60ml, £15; 30ml, £10; 15ml, £6) parfum de toilette (60ml, £12.50) dusting powder (140g, £14.50) and perfumed moisture lotion (140ml, £12.50). Packaging for the range is a gold and sapphire livery.

Houbigant describe the perfume as having a top note of rose de mai and containing "peonies and mandarins, suprised with warm subtle undertones".

The range will be supported by a women's Press campaign in the glossy monthlies throughout 1985. With the theme "Lutèce — for days of gold and sapphire nights". The campaign will culminate in intensified advertising for Autumn and the Christmas season.

Lutèce will be launched with an introductory offer on the perfume (£25) available at £6 with any purchase from the collection. The offer will run while stocks last.

Point of sale material comprises: tester, showcard, perfumed invitation card, parfum sampler and dummy, factice assortment and illuminated display. *Houbigant Ltd, Balcombe Road, Horley, Surrey.*

New scissor for Wilkinson

Wilkinson Sword are launching a 10in heavy-duty scissor for cutting heavyweight materials.

The Homecraft scissor (£12.95), it is aimed at the professional user and the DIY/household customer.

It has an adjustable rivet which can alter the blade tension to cope with the thickness of material being cut. Its 5½in blades make it ideal for cutting long straight lines, says the company.

Other features include specially designed blade profiles, to keep the lower blade level with material being cut, pointed tips and wider tip angle, and contoured moulded handles.

Wilkinson Sword have introduced merchandising display material for the Spring gift-buying season.

The company is producing 1,000 POS show cards and 15,000 sheets of gift labels to encourage consumers to buy Wilkinson Sword scissors as gifts for Mother's Day, Easter, Spring weddings and birthdays.

Also available is a new display unit for Wilkinson Sword's manicure products and other smaller scissor products. The cardboard unit is designed for counter-top display, says the company, and has display hooks for six products.

The company are offering small independent retailers a free four-prong display unit from wholesalers and "cashback" on purchase of selected Wilkinson Sword shaving products.

Collection of two tokens from the three products featured in the promotion entitles the retailer to £1 back, and £2 for all three. *Wilkinson Sword Ltd, Sword House, High Wycombe, Bucks HP13 6EJ.*

M. D'Aveze has Normandy look

Jean D'Aveze have introduced a "Normandy" look for 1985, including terre indienne (£7.95), a new sunshine powder "especially designed to give an all-over natural-looking tan."

There are also several new shades: nail enamels nos 31 and 33 (£4.95), eye shade duo no 13 (£8.50) and powder blush no 9 (£7.50).

A Normandy counter merchandiser-tester, containing one of each of the range, is available from *Pascall Ltd, 10 Maresfield Gardens, London NW3.*



Mr Gilbert Howard, MPS, (left) receives a VHS video recorder as first prize in a competition run by wholesalers Graham Tatford & Co at Focus '85, their trade show held in Portsmouth last month. Mr Don Mulholland, Tatford's managing director, presents Mr Howard with his prize in his pharmacy in Weston, Southampton

Denivit push

The trial size of Denivit toothcream (7ml, £0.15) will be promoted in slimming and health magazines this Spring. *Ernest Jackson & Co Ltd, Crediton, Devon.*

Nicholas widen Kylie range

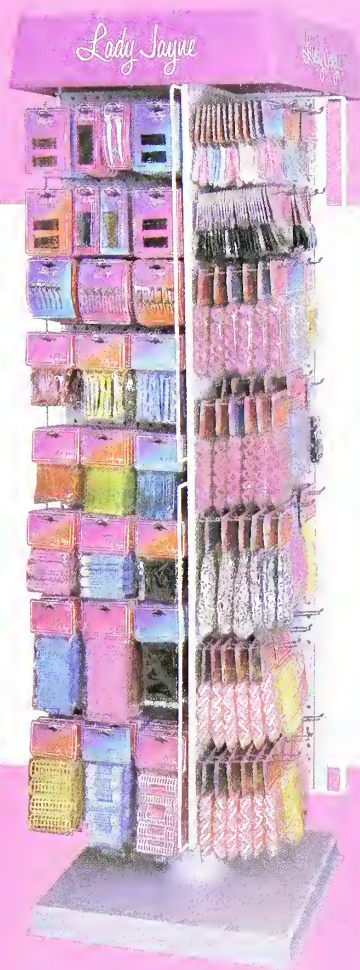
Nicholas Laboratories have introduced a new type of Kylie absorbent bed sheet — a washable, re-usable aid for the management of urinary incontinence.

Similar in shape and size to the existing yellow Kylie sheet, the new pink sheet comprises a polyester and viscose top layer, quilted on to the existing rayon soaker, resulting in a softer sheet, say Nicholas. After repeated washing the sheet is less liable to wrinkle and the pink colouration, which does not fade, is less liable to stain, it is claimed. The bed sheets cost £19.95 each + VAT for orders under ten and £19 each + VAT for orders between ten and 50.

The tuck-in flaps are 100 per cent polyester and have been extended by 2ins to allow for shrinkage.

Because of their confidence in the product, Nicholas have increased their guarantee from 100 to 200 washes. Recent trials show that the use of the Kylie bed sheet can save over 37 per cent per patient, per bed, per night, compared with the use of disposables and drawsheets, the company says. *Nicholas Laboratories, 225 Bath Road, Slough.*

Lady Jayne STANDS FOR PROFIT



Lady Jayne have combined its innovative skills of developing new products, with the best in point-of-sale display stands.

Lady Jayne

Laughton & Sons Ltd.,
Warstock Road, Birmingham.

COUNTERPOINTS

The re-naming of Polaroid 600

Polaroid have renamed their 600 System cameras and arranged a joint promotion with the newly-privatised Sealink Ferries.

Cameras previously coming under the 600 banner will now be known as Supercolour models. The Sun 600 becomes the Supercolour 635 (£30), the Sun 660 the Supercolour 670AF (£55), the Onestep 600 and the Supercolour 600 (£20). All prices are approximate.

The 635 and 670AF models each feature flash recharging systems with LED indicator lights, while Supercolour 600 and 635 both carry added value offers. These give three free flashbars with the 600, and a free pack of Polaroid 600 film with the 635.

The Sealink promotion offers buyers of Polaroid video and instant photography products up to £30 worth of free travel on the most popular Sealink routes. The offer will be backed by a £250,000 national Press campaign and a full range of window and POS material.

The company also plans a campaign in magazines and newspapers, running from the end of this month through to the end of July. *Polaroid (UK) Ltd, Ashley Road, St Albans, Herts AL1 5PR.*

Rub-dub-dub with Nusoft

Independent Chemists Marketing have added Nusoft nappy clean (850g) to their baby toiletries range.

Retailing at £1.20, the pack continues the range's nursery rhyme theme with "Rub-dub-dub three men in a tub." The member pack size is eight, say *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts.*

Perfect cream

Perfection from Helena Rubenstein is a cream foundation used to disguise minor imperfections. The company says it has a delicate translucency for a natural effect.

Helena Rubenstein say that Perfection contains jojoba oil, vitamin E, a seaweed extract and two sun filters.

Perfection will be available from the middle of April. It is presented in a frosted glass jar with a gold top and comes in six tones (40ml, £15.50). *Helena Rubenstein, Central Avenue, West Molesey, Surrey.*



Dana Perfumes are introducing a 7ml eau de parfum spray to their Tabu range. A red and black display unit (trade price £36.72) holding 24 sprays in scarlet pochettes is available while stocks last. For the next three months the 25ml Tabu cologne spray is available to retailers for £1.78 rather than £2.26 and the 50ml spray for £2.75 rather than £3.20. The company are also offering consumer savings of £1 on both the 25ml and 50ml sprays. *Dana Perfumes Ltd, 45A Crusoe Road, Mitcham, Surrey W1R 9TG.*

Cox give new look to aspirin

Cox dispersible aspirin is now packed in glass containers with Clic-loc lids.

The change provides a more effective moisture proof container, say Cox Pharmaceuticals.

The 25 tablet bottle can be displayed in the company's family medicine counter display using insert tray A3, say *Cox Pharmaceuticals Ltd, Whiddon Valley, Barnstaple, Devon EX32 8NS.*

Home safe home

Care Laboratories are offering a free 32 page colour "Home safe home" book of home and family hints, in return for one proof of purchase of any promotional bottle of Savlon antiseptic disinfectant.

The offer is featured on the labels of the 250ml, 500ml and 750ml bottles and includes a tear-out panel which should be submitted together with the cost of return postage, allowing 28 days for delivery. The closing date for applications is June 30. *Care Laboratories Ltd, Lindow House, Beech Lane, Wilmslow, Cheshire.*

Noir on trial

Trial sizes of Noir aftershave (30ml, £2.95) and anti-perspirant aerosol (100g, £2.20), packed in units of 12, are available from *Beaute Ltd, 202 Terminus Road, Eastbourne, East Sussex BN21 3DF.*

Chemist & Druggist 16 March 1985



A child's cough means looking after Mum as well.

Where a child's health is concerned Mothers so often need your reassurance. Now more than ever before they want to be sure that they're buying the right treatment for their family. It's natural that they should.

That's where Benylin Paediatric helps. It's effective and the most widely-prescribed of all children's cough treatments. Most Mums know and trust it already.

You know it's specially formulated for children and presented as a unit dosage for easy administration.

Benylin Paediatric



PARKE DAVIS

Composition: Each 5 ml. contains: Diphenhydramine hydrochloride Ph. Eur. 7 mg; Sodium citrate Ph. Eur. 28.5 mg; Menthol B.P. 0.55 mg. **Indications:** For the relief of cough and its congestive symptoms, and in the treatment of hay fever and other allergic conditions affecting the upper respiratory tract.

Dosage: Children 1 to 5 years: One 5 ml. spoonful every three hours, 6 years and over: Two 5 ml. spoonfuls every three hours. **Contra-indications, warnings etc:** Known hypersensitivity to any of the active constituents. This preparation may cause drowsiness. **Product licence no:** 0018/0067. **Cost:** 125ml. x 24 List price ex. VAT £18.04.

Data sheet available on request. Benylin is a trade mark. R84052.

**WARNER
LAMBERT
HEALTH CARE**

the name people feel better with
Mitchell House, Southampton Road, Eastleigh, Hants SO5 5RY

"When I get a cold sore all I want to do is hide my face"



Last year, 15,000,000 attacks of cold sores were suffered. 500,000¹ of them were so severe, or so embarrassing, that patients sought treatment from their doctor.

Now, there is Zovirax Cream, an important achievement of Wellcome antiviral research.

Fiddian *et al.*² found that treatment with Zovirax Cream achieved impressive results.

When treatment was begun before lesions developed, 42% of lesions were suppressed, compared to only 11% with placebo ($P=0.04$).

For the best results, treatment with Zovirax Cream should begin as soon as possible during an attack, preferably during the prodrome, so that the

"... proportion of lesions effectively aborting may be increased to a third or more."²

With early treatment, the cold sores may not show their face.

¹Data on file

²Fiddian, A.P. *et al.* (1983), *British Medical Journal*, 286, 1699

At the first sign of a cold sore

ZOVIRAX CREAM

ACYCLOVIR

Prescribing Information: Zovirax Cream

Presentation
Acyclovir 5% w/w in a white aqueous cream base.

Uses
Treatment of herpes simplex infections of the skin including initial and recurrent genital herpes and herpes labialis.

Dosage and Administration
Zovirax Cream is applied five times daily at approximately four-hourly intervals. Treatment should be continued for

5 days. If healing is not complete, treatment may be continued for a further 5 days. **Therapy should begin as early as possible after the start of an infection, preferably during the prodromal period.**

Contra-indications

Patients known to be hypersensitive to acyclovir or propylene glycol.

Warnings and adverse effects

Transient burning or stinging following application may

occur. Erythema or mild drying and flaking of the skin have been reported in a small proportion of patients.

Basic NHS cost

2g tube £4.86 10g tube £14.66

Product Licence No. PL3/0180.

POM

Further information is available on request.

Wellcome Medical Division

The Wellcome Foundation Ltd, Crewe, Cheshire



Zovirax is a Trade Mark



Vaseline range revamped

Chesebrough-Pond's are relaunching their Vaseline Gentle Care shampoo and conditioner range.

The range has been reformulated and repackaged in 250ml opaque bottles, colour coded to simplify consumer selection.

The shampoos (around £0.99) will be available in four new variants — frequent use, normal, dry and mildly-medicated. Vaseline Gentle Care conditioners (£0.79) in beige/tan bottles offer an oil-free frequent-use formula, a cream conditioner for normal hair, a rich conditioner for dry hair and an extra-rich variant for colour damaged hair.

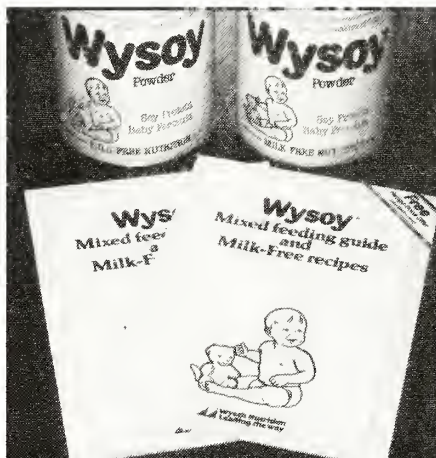
The products will be supported by a national poster campaign breaking in June. The Vaseline name is being promoted in 1985 with a £2.5m television and Press campaign, say Chesebrough-Pond's Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.

Cosmetics for sensitive eyes

Cosmetics Optique have expanded their "starter pack" of cosmetics for contact lens wearers and women with sensitive eyes.

The new pack comes with a display tray, showcard and leaflets on the range and its application (£44 trade).

Each pack contains ten mascaras, six cream eye shadows and one tester, 11 crayons, four pencils, two moisturisers, two cream and two liquid eye make-up removers. *Cosmetics Optique Ltd, 6 Burnsall Street, London.*



A recipe booklet developed to help mothers with babies suffering from cow's milk intolerance has been produced by Wyeth Nutrition. The booklet contains practical guidance on how to introduce solids plus recipes for strained meals and junior foods both savoury and dessert. *Wysoy mixed feeding guide offer, PO Box 132, High Wycombe, Bucks HP10 9RT.*

ON TV NEXT WEEK

G Grampian	U Ulster	STV Scotland
B Border	G Granada	(Central)
C Central	A Anglia	Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV-am	TT Tyne Tees

Apris:	All areas
Aspro Clear:	All areas except U
Dentu-Hold:	All areas except STV
Farley's Rusks:	All areas

£2.5m campaign for Cream Silk

Elida Gibbs are supporting Cream Silk conditioner with a 2½m television and Press campaign.

The television campaign will run for a further four weeks and features the five Cream Silk variants. Special mention is made of formulation no 2 for use with anti-dandruff and medicated shampoos and formulation no 5 for permed, coloured and heat damaged hair. A second television burst is promised for later in the year.

A women's Press campaign breaking in April will feature the range in double page colour spreads. In addition half page advertisements will highlight either formulation no 2 and 5 or 4 and 5. *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.*

Changing hands

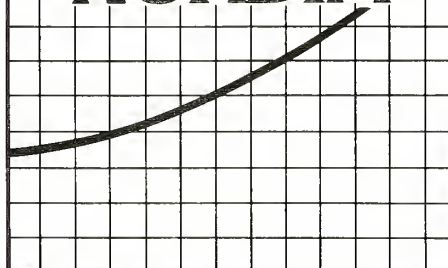
Sestri have bought Lemskin hand jelly from Ashe Laboratories. A packaging revamp is promised soon. *Sestri (Sales) Ltd, Kingsend House, 44 Kingsend, Ruislip, Middlesex.*

Japp's Health Salts:	TVS
Johnson & Johnson baby shampoo:	All areas
Lady Gretan:	G, Y, C, TT
Lipcote:	Y, C4(Y)
Migralift:	Y, C4(Y)
Oz kettle descaler & bath cleaner:	TTV
Scholl Lite Legs support tights:	STV, Y, TT
Sensodyne toothpaste:	All areas
Sinutab:	All areas
Super Poligrp:	STV
Vaseline Petroleum Jelly:	Bt
Vantage own brands:	STV, C, HTV, C4, Bt
Wella Colour Confidence:	All areas
Yardley Lace:	G, C, A, TVS, TTV, C4, Bt
Wrigley's Freedent chewing gum:	HTV

BUSINESS AS USUAL



BUSINESS WITH NORDIA



Using Mason Nordia's expertise really can help to smooth out the ups and downs of retailing. Careful planning and design by our consultants improves your sales area, making displays more attractive and effective. Some retailers have told us of an over 20% increase in business. Why not contact us for your free copy of our brochure all about Mason Nordia shopfittings. We'd be glad to help you do the business.

NORDIA

Mason Nordia Ltd., Nordia House, Seacroft Industrial Estate, Coal Road, LEEDS, LS14 2AW.
Tel: (0532) 734721 (10 Lines) Telex: 55379

Clean. Uncomplicated.
At Victoria Wine, elegantly
go down as well as



d. Robust. Reliable. Electric storage heaters the products they sell.

Two million customers a week spending over £5 million, making ten purchases a second. The statistics of Victoria Wine's success may already be heady enough, but Britain's biggest chain of retail wine merchants is redesigning its 860 outlets in a bid to attract even more customers.

Electric storage heaters are playing an important part in the improvement programme.

They maintain even temperatures for optimum stock conditions and keep the staff comfortable over long opening hours, yet occupy only the minimum of floor space.

With its long-standing reputation for reliability, low capital cost and quick installation, electric storage heating was the obvious choice for such a commercially-minded operation. Especially as the new generation of equipment can be matched with automatic controls to give economy through low-cost, off-peak electricity.

Victoria Wine's premises are considered individually when it comes to installation. Typically, a storage fan heater is installed under the counter to ensure maximum use of the sales area, whilst keeping staff and customers comfortable throughout the shop.

Slimline storage heaters are used for offices and stores.

They can keep the temperature at an

even and economic level night and day, which is particularly advantageous for stock storage and preservation of the building fabric.

"This system meets the distinct needs of our customers and staff," says Mr. Peters,

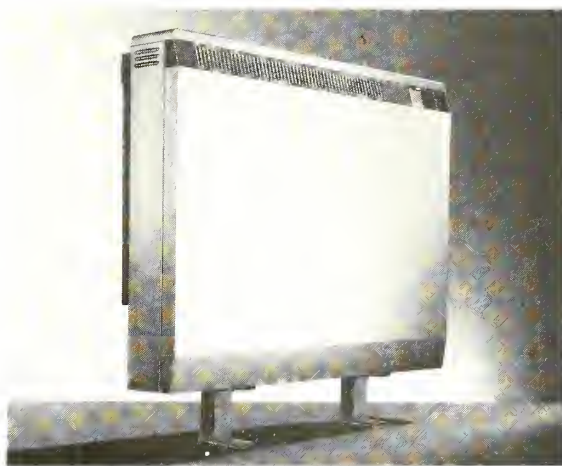
Chief Building Surveyor of Victoria Wine. "It is simple to operate and maintenance is minimal.

"With reasonable installation costs there is no major capital loss when a shop unit is vacated. Overall the return of investment has worked out well in line with our original

estimates – typically a three-year payback."

No wonder this highly successful chain of wine merchants finds electric storage heating so much to its taste.

For more information talk to us now on Freephone BuildElectric or clip the coupon.



To: Electricity Publications,
PO Box 2, Feltham, Middlesex
TW14 0TG. I would like more
information on electric storage
heating and equipment supplied
by these manufacturers.

 **Dimplex**
 **Creda**
 **UNIDARE**

Name _____

Position _____

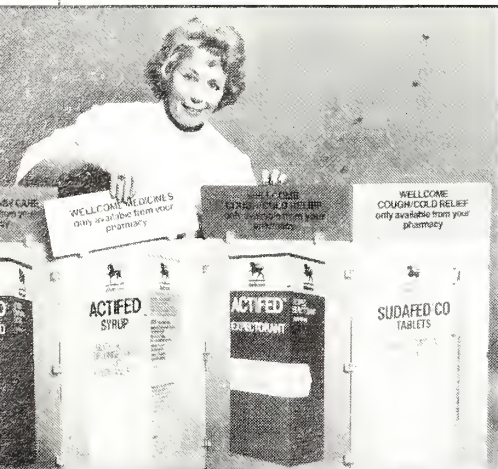
Company/Address _____

Post Code _____ Tel _____

HEATELECTRIC

The Electricity Council, England and Wales

C1575



A Wellcome kit for pharmacies

Wellcome have launched a new display kit comprising four 23 by 15in panels featuring eight pharmacy only products in the baby care, coughs and colds and general ailment areas.

"Our new display unit is designed to attract increased sales to the mutual benefit of the pharmacist and ourselves," says Bob Grice, Wellcome's divisional manager for consumer products. "But it

also serves to underline the importance and authority of the pharmacist as the only real professional in the High Street.

"With several companies entering the OTC business, and 'pharmacy-only' claims increasing, it is important to emphasize that the whole range of Wellcome OTC medicines is only available through retail pharmacy outlets, which are provided with top trading terms and back-up services," says Mr Grice.

"Clearly the pharmacist who supports companies which trade through non-pharmacy outlets in preference to companies like Wellcome, is contributing to his own loss of business."

Wellcome say the easy to assemble kit comes complete with counter or window cards, and header boards. *The Wellcome Foundation Ltd, Crewe Hall, Crewe, Cheshire CW1 1UB.*

Quosh change

Beecham are discontinuing the 739ml Quosh and replacing it with a 886ml size at

the same price.

And apple and blackberry flavour is being introduced, while pineapple is discontinued.

The 1.5l size is also being replaced by a 2l size (£1.42), say *Beecham Foods, Beecham House, Brentford, Middlesex TW8 9BD.*

Novaprin for rheumatic pain

Novaprin — a branded ibuprofen made by Pharmexco — is available from David Anthony Pharmaceuticals.

The product is to be positioned specifically for rheumatic pain, say Nova Health Care, Pharmexco's marketing company.

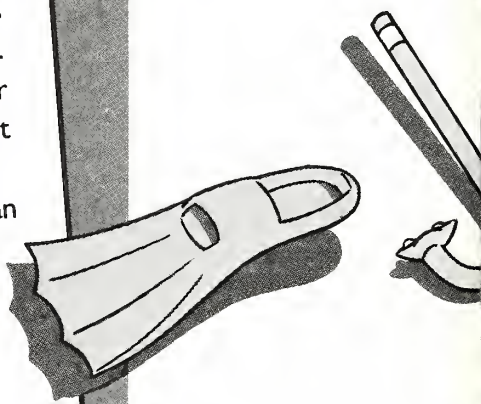
The tablets are to retail at £0.98 for 20 and £1.96 for 50. Details of introductory bonuses from distributors *David Anthony Pharmaceuticals Ltd, Edwards Lane, Speke, Liverpool L24 9GH.*

DIARRHOEA REMEDIES HAVE NEVER MOVED SO FAST

Enterosan in tablet form is the ideal choice for travellers. And as the basic P.O.R. has been increased by over 30% and generous bonus terms have been introduced for 1985, it's also the ideal choice for you. Windsor Pharmaceuticals are giving Enterosan its biggest ever advertising push, reaching 90% of all holiday makers throughout the summer sales peak.

So get set for the 'holiday tummy' season; stock up with Enterosan and be prepared for the inevitable rush.

See your Windsor Pharmaceuticals representative or contact:—
Windsor Pharmaceuticals Limited, Ellesfield Avenue, Bracknell,
Berks. RG12 4YS. Telephone: 0344 50222. A Boehringer Ingelheim Company.

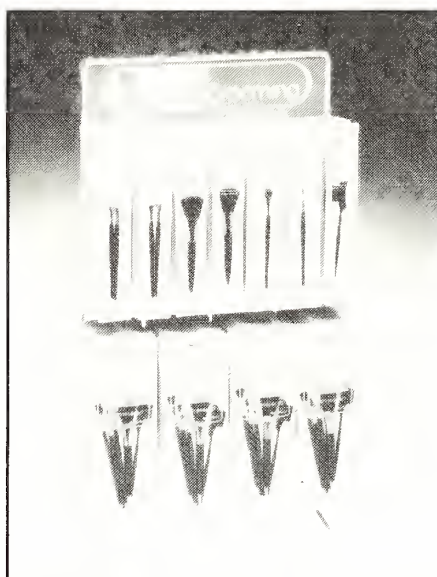


Beechams raise Macleans price

Prices for Macleans toothpaste will be raised by around 8 per cent from May 20, says the company.

With this move, and an increase on Aquafresh from April, Beecham Toiletries say they aim to lead the way back to more realistic trading margins in the toothpaste market.

For several years toothpaste pricing has consistently lagged far behind inflation and the market's trading margins have been seriously eroded. A Beecham spokesman said: "A toothpaste price rise of around 8 per cent will not only restore reasonable cash margins for both retailers and suppliers, but still permit their consumer customers to pay less for their toothpaste than they were several years ago. *Beecham Proprietaries-Toiletries, Beecham House, Great West Road, Brentford, Middlesex.*



Macarthy's have introduced a Choice Grooming beauty brush stand holding make-up brushes of all kinds. The stand, headed in blue and white, is available free from depots and holds a wide range of brushes — 24 foam applicators (2, £0.31), and 36 beauty brush sets (£0.93). The total trade price for the complete stand is £33.45 and the srp gives 33½ per cent profit on return, say *Macarthy's Ltd, Chesham House, Chesham Close, Romford, Essex*.

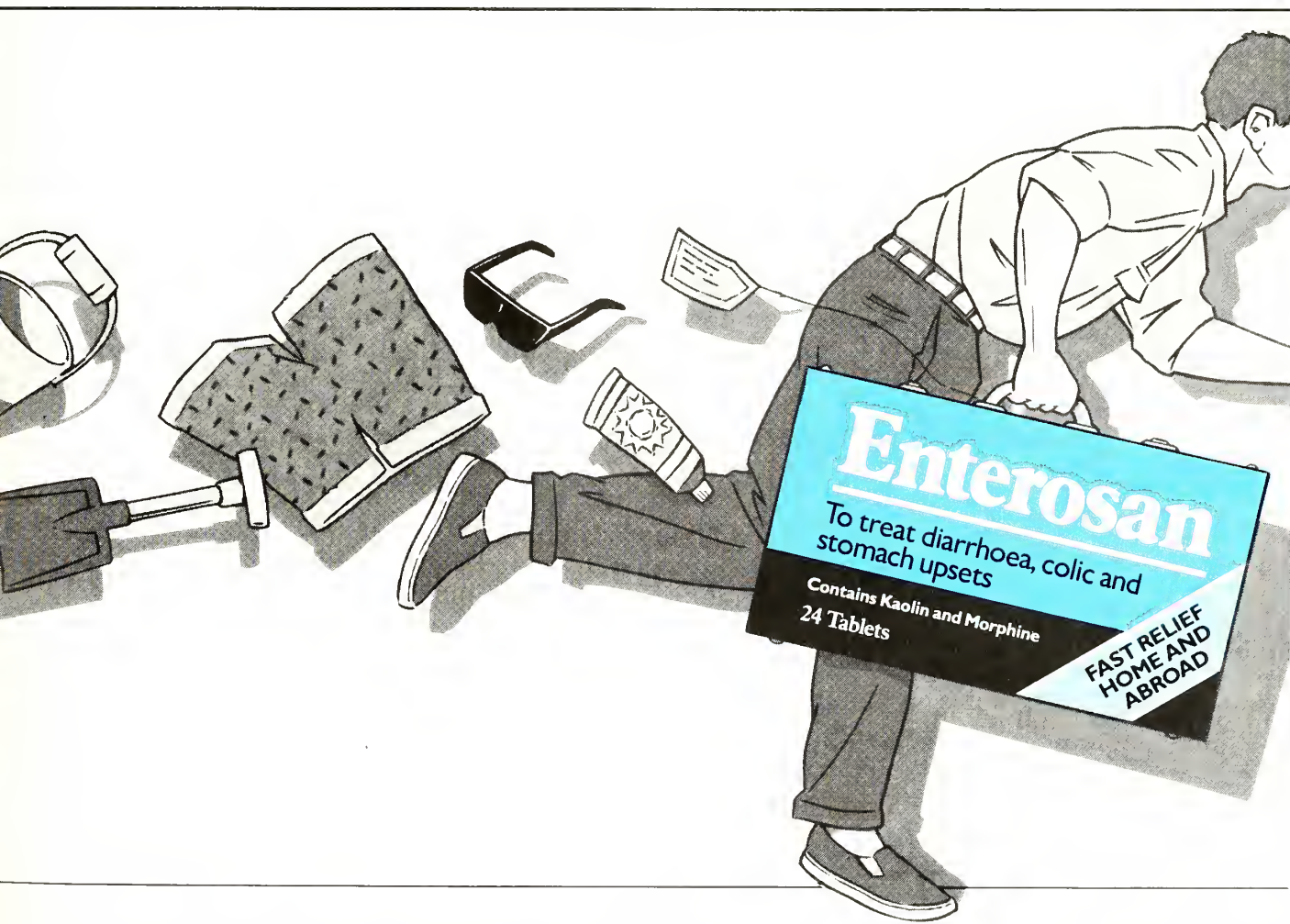
Auralgan on April bonus

For every 10 units of Auralgan ear drops ordered in April two will be offered free to the pharmacist, say Ayerst Laboratories.

The offer is available through wholesalers and company representatives. Leaflets with counterprescribing information for pharmacists and counter assistants are available, say *Ayerst Laboratories Ltd, South Way, Andover, Hants SP10 5LT.*

Welsh lice

Instruction leaflets for Suleo lotion are now available in the Welsh language from *Christopher Books, International Laboratories Ltd, Wilsom Road, Alton, Hants.*





More Dettol for your money

A new Dettol 125ml size plastic bottle is to be introduced as a replacement for the 100ml in glass.

As well as being a more convenient antiseptic pack, the Dettol 125ml size also offers better value for money," say Reckitt & Colman.

A 550ml size of Dettol is to be promoted at the price of 500ml, featuring a

revised label. It will carry a collarette offering a free copy of Help!, an emergency fact file exclusive to Dettol, in return for a single proof of purchase and 22p in stamps. The file is a guide on how to deal with a variety of emergencies, from blocked drains to serious injuries.

The 750ml economy size will also carry the Help! offer on collarette as well as an optional "introduce a friend" offer. The purchaser is invited to send the name of a friend who would like to take advantage of a special offer on the large family size. The makers of Dettol will send the friend a 25p voucher and the purchaser a free copy of Help! Reckitt & Colman Products Ltd, Dansom Lane, Hull.

Durex offer

LRC are offering twinned 13 for 12 packs of three of the leading brands in the Durex range — Elite, Nu-form extra safe and Fetherlite. The packs are available from April 1 from LRC Products Ltd, North Circular Road, Chingford, London.

Ulay honeymoon

"Second honeymoon" is the title of the new Oil of Ulay television commercial set in Venice.

The 30-second advertisement is being screened nationally on Channel 4 and ITV for the next two months. Richardson-Vicks Ltd, Rusham Park, Whitehall Lane, Egham, Surrey TW20 9NW.

Buf-Puf goes to Press

Advertising for Buf-Puf gentle and original Buf-Puf will break in April and continue throughout 1985.

A powerful campaign using whole page advertisements will feature in the women's Press including Cosmopolitan, Womans World, She and Vogue. Richards & Appleby Ltd., Gerrard Place, East Gillibands, Skelmersdale, Lancs.

Give me
the Joy-Rides
or
Else.



Discerning pharmacists stock Joy-Rides just in case.

Because they're the only travel sickness tablets specially for children. And they're being advertised throughout the year.

Joy-Rides

Oxygen Supply is Simple and Compact

TYPE D24 DOMICILIARY SET



- Approved by the Department of Health and Social Security
- Specification OIB of the Drug Tarriff
- Ex stock delivery on small quantities
- Qualifies for use on Prescription
- 24 hour servicing turnaround
- Offers trouble free service
- Competitively priced

For immediate information please contact:

Air Apparatus & Valve Co. Ltd

Oakfield Works, Branksome Hill Road, College Town, Camberley, Surrey. Tel: Camberley (0276) 35885

New Predictor Colour home pregnancy tests will soon be disappearing from your shelves.

The Predictor Colour home pregnancy test represents a major technological breakthrough in home pregnancy testing.

After only 10 minutes, the magenta colour will start to fade if the test is positive.

In just 30 minutes it gives a complete, reliable result, which is unaffected by movement or vibration.

All unique features. And all backed by a unique press and tube card advertising campaign.

**New Predictor Colour
the 30 minute home pregnancy test.**



VO5 mousse sees blue

Alberto have added a new shade to their VO5 Alive colour styling mousse range.

Midnight Sapphire, gives subtle blue-black tones to brown hair, says the company.

This new shade is being backed by Press activity, and will later be followed by further television advertising for the range later in the year. *Alberto-Culver Co,*

Houndsmill Industrial Estate, Telford Road, Basingstoke, Hants RG21 2YX.

Robinson offer trade discount

Robinsons of Chesterfield are running a 12½ per cent national trade discount on their Cosifits Poppets babywipes standard price during March and April. *Robinsons of Chesterfield, Wheat Bridge Mills, Chesterfield.*



Chesebrough Pond's are introducing Vaseline hair cream in a 200ml plastic jar (£1.20). The jar, which will replace the existing 160ml glass jar, has a more modern practical image and is non-breakable say *Chesebrough Pond's Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX*

HR Ilford

Ilford are introducing Ilfocolor HR 400 to complete the range of Ilfocolor HR colour negative films.

The film is available in 24 (£3.35) and 36 (£4.28) exposure cassettes and is DX coded.

"Rated at ISO 400, Ilfocolor HR 400 has improved grain and sharpness characteristics with cleaner more saturated colours and improved shadow rendition", say *Ilford Ltd, 14-22 Tottenham Street, London W1P 0AH.*

Yardley blossom

Yardley are introducing sweetpea to their floral fragrances range.

Described as a "rich full bodied fragrance interlocked with a subtle fresh background", it is available in introductory offers for its launch this month: cologne spray (£1.99), talc (£0.99), hand a body lotion (£1.50), box of three soaps (£1.98) and handbag spray (15ml, £1.25). *Yardley of London Ltd, Miles Gray Road, Basildon, Essex.*

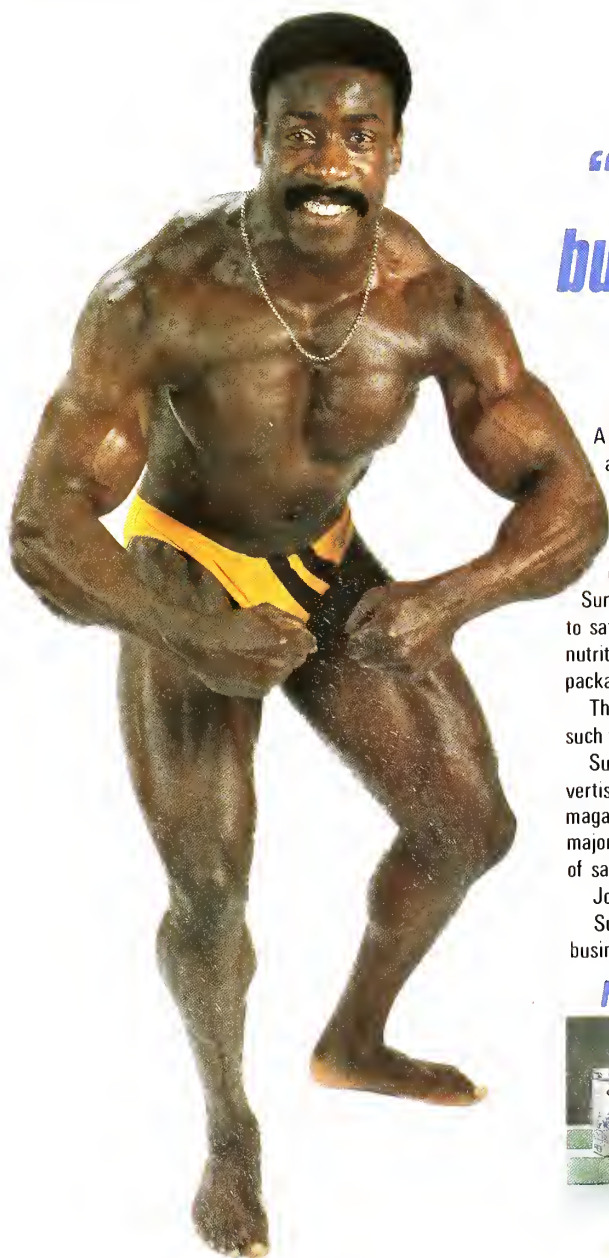
Clairol on air

Clairol are supporting Nice'n Easy hair colourants with a £0.75m national television campaign from April 1 to the second week in June. *Bristol Myers Co Ltd, Stamford House, Station Road, Langley, Bucks SL3 6EB.*

Baby boost

Bowater Scott is to boost interest in its Baby Fresh moist wipes, with a series of sampling programmes which will break with a free eight wipe sample sachet being inserted in the April issue of *Mother* magazine. *Bowater-Scott Corporation Ltd, Bowater-Scott House, East Grinstead, West Sussex RH19 1UR.*

Chemist & Druggist 16 March 1985



"You too can build beautiful profits"

A bodybuilder will spend up to £30 a week on dietary supplements.

And sports diets are creating an interest with Britain's 3 million squash players, 1.5 million footballers, and an ever increasing number of joggers.

Surf City has the dietary supplement range to satisfy this growing market precisely, with nutritious quality formulae and sophisticated packaging to match.

The margins are excellent - especially for such fast moving lines.

Surf City spend heavily on national advertising in all the important sport and fitness magazines. Promotions include sponsorship of major body building shows and a stylish point of sale package.

Join in the sport and fitness boom.

Surf City products will build up your business in all the right places.

FOOD FOR SPORT



SURF CITY

For details contact your English Grains representative, or call (0283) 221616 or write to Surf City, E.G. Marketing, Swains Park Industrial Estate, Overseal, Burton-on-Trent, Staffordshire. DE12 6JT.

Look for the
om National
V Campaign

Aller-eze

LONG LASTING ALLERGY RELIEF



GIVES EFFECTIVE RELIEF FROM

- HAY FEVER ● SNEEZING
- ITCHY WATERY EYES
- RUNNY NOSE AND OTHER ALLERGY SYMPTOMS



Your first choice antihistamine and at a price your customers will accept

When your customers need hayfever relief, you can counter-prescribe Aller-eze with confidence.
Here are good reasons why Aller-eze is an ideal first choice OTC antihistamine:

● High Performance

Clinical studies of the active ingredient, clemastine, involving over 10,000 patients demonstrate a high efficacy rate of 85%.

● No Drowsiness for 90% of Users

When drowsiness does occur, it is usually mild and transient, disappearing within a few days.

● Prompt, Long Lasting Action

Aller-eze provides fast relief from hayfever symptoms and its effect lasts up to 12 hours.

● High Efficacy and Safety in Children

Specific studies in children show an overall efficacy rate of 91% and incidence of drowsiness of only 3%.

● Customer Satisfaction

Consumer research during the 1984 London test market shows product satisfaction for 93% of Aller-eze users.

● Highest Demand

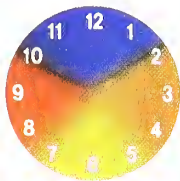
Customer satisfaction generated a high 88% repeat purchase making Aller-eze the biggest selling OTC antihistamine, out-selling the No. 2 brand by 50%.

● Price Benefit

In this price-sensitive OTC market, Aller-eze at £1.10 for 10 and £2.65 for 30 tablets, was found to be at the most acceptable price levels.

● £1.6m National TV Campaign

Following the successful London test market, Aller-eze is now available nationally with big TV advertising support. With 80 spots in every area, your customers will be wanting the effective relief you can offer with Aller-eze.



Aller-eze

Your first choice antihistamine

INTERCARE

Intercare Products Ltd
Walsingham, Norfolk

A detailed Pharmacist Information Guide is available on request

Carbamazepine from Cox

Generic carbamazepine tablets are now available from Cox Pharmaceuticals.

The tablets come in strengths of 100mg (100, £2.76 trade; 500mg, £13.25), 200mg (100, £5.11; 500, £24.63) and 400mg (100, £10.05).

All strengths are white, with a breakline and "G" on one face, the 100mg, 200mg and 400mg tablets are impressed with "CB100," "CB200" or "CB400" respectively. Cox Pharmaceuticals Ltd, Whiddon Valley, Barnstaple, North Devon EX32 8NS.

Sinclair packs

Sinclair Pharmaceuticals are introducing the following packs before the end of March: Aluhyde tablets (20, £1.07 trade); Bellocarb tablets (20, £0.98); Ferfolc tablets (30, £0.98); Ferfolc SV (30, £0.85);

Fergluvite (30, £0.92) and Glykola elixir (125ml, £1.07). Sinclair Pharmaceuticals Ltd, Borough Road, Godalming, Surrey GU7 2AB.

BRIEFS

Ungentum Merck in 200ml dispenser:

Ungentum Merck now comes in a 200ml dispenser (£6.35 trade) which is particularly useful if a patient is using the product as a soap substitute for bathing say, E. Merck Ltd, Four Marks, Alton, Hampshire GU34 5HG.

Single dose poliomyelitis vaccine: Oral Poliomyelitis vaccine is now available to Health Authorities in single dose containers from Wellcome.

The single dose presentation will help reduce waste, says the Department of Health. But it will still be cheaper to use a multi-dose container where eight or more doses are needed, says the Department. Ten-dose containers from Wellcome and Smith Kline & French are still available. Wellcome Foundation Ltd, Crewe Hall, Crewe, Cheshire CW1 1UB.

Innovace generally available: Innovace (C&D p55, January 12) is to be available to in general practice from March 18. It is indicated for all grades of hypertension and comes in 5mg (50, £12.30 trade), 10mg (28-day calendar pack, £10.40) and 20mg (28-day calendar pack, £13.10). Merck Sharp & Dohme Ltd, Hoddesdon, Herts EN11 9BU.

Filtroder improved: Coloplast have introduced a one-piece filter for Filtroder so patients will no longer have to apply a separate paper disc. The product code number is 0509 (code 510 is discontinued). Coloplast Ltd, Bridge House, Orchard Lane, Huntingdon, Cambs.

Teronac tabs imprinted: Teronac tablets are now imprinted "Teronac" on one side. Sandoz Pharmaceuticals, PO Box Horsforth No 4, Calverley Lane, Leeds.

Parlodel new strength: From March 25 Parlodel 1mg tablets will be available (100, £13.26 trade) for patients on low dosage in whom dosage flexibility is an important consideration, say Sandoz Pharmaceuticals, PO Box Horsford No 4, Calveley Lane, Horsforth, Leeds.

Health Stores~ take the biscake

GRANNY ANN



All health food stockists should now be seriously concerned with supplying the needs and demands of their customers. Nowadays more and more people are taking fitness and sport seriously. That's where Granny Ann can help. A lot of sports-people are actively taking high protein supplements to boost their protein intake.

Granny Ann's new Hi-Pro Biscakes are the ideal solution for those active customers - with 1.875g of protein in every biscake - and there are twelve in every pack. It's the convenience of taking high protein in biscuit form and the fact that they are free from animal products and gluten that will make them attractive to your customers.

You'll find them attractive too - a case of 12 packs costing £4.14 gives you a 33% margin when you sell each pack at the RSP of 46p. Order now from your wholesaler or direct from Itona and take your slice of the biscake market.

GRANNY ANN HI-PRO Biscakes

Granny Ann Hi-Pro Biscakes . . . a specialist health food from Itona Products Limited, Leyland Mill Lane, Wigan.



**9 OUT OF 10 CATS
PREFER
PRETTY POLLY TIGHTS.**

*(A £1.6m television campaign should
make you pretty keen, too.)*

Pretty Polly Sheer 15 stockings and
tights have a Lycra knit, making them
very, very smooth.

So smooth that 9 out of 10 cats prefer
them.


A fact brought startlingly to life in our
elegant, sophisticated, persuasive tele-
vision commercial.

We're putting £1.6m behind this all-
television nation-wide campaign, start-
ing in April.

And we're putting Sheer 15 and Sheer
10 into extremely smooth new black
packs, starting now.

Really, you can't get your order in too
soon.



A man with short, light-colored hair and glasses is seen from behind, sitting on a pink towel on a beach. He is wearing a white long-sleeved shirt. In the foreground, to the left of the man, is a glass mug filled with beer and a white head. The background features a clear blue sky with some clouds, palm trees, and the ocean.

**“Do you think
those Bergasol
ads work?”**

It should be obvious.
Here we are again in the sixth great year
of Bergasol advertising.

Spending even more money on even more
stylish ads.
85% of the female sun-worshipping public

A man with glasses, seen from behind, is wearing a white bathrobe and sitting on a pink towel. He is looking out at a tropical beach with a palm tree and a blue sky. In the foreground, there is a champagne bucket with a bottle of Bergasol champagne and a glass of champagne.

“Don’t you?”

get our message and they’ll be coming to you
et their Bergasol. You really can’t lose.
Unless you don’t like Champagne, that is.

bergasol
It makes you get rich quick.



Eighty to show in Leeds

For 1985, Nor'chem — the Northern Retail Chemists Exhibition — has crossed the Pennines to the Exhibition Centre in the Queen's Hall, Leeds, on March 23-25.

Situated a short distance from both the M1 and M62 motorways, the Queen's Hall is ideally placed to attract retailers from all over the North.

Some 80 suppliers to the trade will be exhibiting at Nor'chem, with 20 appearing for the first time.

Admission is free and there will be a supervised play area for children.

Nor'chem '85 has attracted a wide diversity of exhibitors, from insurance to cash registers, from pharmaceuticals to spectacles, say the exhibition organisers.

Prosport on TV

Seton's Prosport, exhibited for the first time at Nor'chem, is to be supported by a television and Press campaign.

A 30-second commercial on the theme "Whatever the sport — Prosport" will run for four weeks in selected trial areas during April and May with a second burst in the Autumn. A specialist Press campaign in *Running*, *Athletics Weekly*, *Rugby World*, *Squash Player International*, *Shoot* and *Badminton Now*

will run throughout Spring, Summer and Autumn.

Prosport has achieved £1m of sales since its launch 12 months ago and the range will be extended in 1985 in anticipation of the growth in the sports market, say *Seton Products Ltd*, *Tubiton House*, *Medlock Street*, *Oldham*, *Lancs*.

Catch the tube

Woking Paper Tubes, exhibiting at Nor'chem for the first time, are displaying a range of tube nests for use in window or in-store displays.

The tubes are available in circular, oval, square, triangular and hexagonal shapes, height 3 to 18in depending on the shape required.

They come in a wide range of materials — cord fabric and pastel shades are making their debut at Nor'chem. *Woking Paper Tubes Ltd*, *Boundary Road*, *Woking*, *Surrey GU21 5BX*.

Heard the buzz?

Pharmaceutical Packaging (Leeds) are showing a new range of gift packaging.

Called Bees Knees, the range is design

and colour co-ordinated for use as retail packs or instore wrapping.

Wrapping paper in eight different designs utilising up to three colours, bold and pastels, is complemented by boxes — two small, for jewellery, toiletry items, two pillow packs and two cracker packs — bags, tags, and self-adhesive bows.

Paper designs range from "stark spots and stripes to more sophisticated pastels," say Michael Coles, sales manager. There are also nursery and flower designs.

Mr Coles says that he hopes to be able to make introductory offers at Nor'chem. *Pharmaceutical Packaging (Leeds) Ltd*, *PO Box 140*, *Kirkstall Hill*, *Leeds*.

New warmers

William Freeman have added three covered hot water bottles to their Suba-seal and Suba-screw rubber hot water bottle ranges.

The children's bottle is covered in a brush nylon material with a clown motif, and the new close-pile fur fabric bottle will be at a lower price than the Gold Star range. The third has a removable covering made from a quilted "petal" design material in white and pink. Prices have yet to be fixed for the bottles, which all conform to the latest BSI specification say *William Freeman & Co Ltd*, *Suba-seal Works*, *Staincross*, *Barnsley*, *South Yorks*.

Adds to Avent

Cannon Babysafe are unveiling two additions to the Avent range at Nor'chem. The all-in-one egg saucer (£3.50) is made in Melamine with Ronald Searle cat designs bonded on. And the Babysafe cloth bib (£3.50) is fashioned in durable velour. *Cannon Babysafe Ltd*, *Lower Road*, *Glemsford*, *Suffolk*.



Comfitts All the popular styles ...at popular prices

Natureform footwear

Comfitts really are proving popular with retailers and their customers because they combine fashion with comfort and competitive prices with quality.

- Hardwearing, lightweight polyurethane soles
- Super soft cushioned insoles
- Leather uppers, fully adjustable
- Attractive packaging and POS. stands
- Competitive prices — up to 45% profit on return
- All year round availability from stock

Contact Sue Wilson for wholesale stockist list, colour brochures and prices.

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Chemist & Druggist 16 March 1985

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...for Extra Profit

THE RIGHT PRODUCT

New effective, yet gentle, formulae.

New range with stylish packaging.

THE RIGHT SUPPORT

£2,500,000 TV Advertising support for Vaseline products in 1985,
to include a National Poster Campaign featuring this new range.

Louis Marcel - A New Direction In Hair Removal.

New Direction - And A New Commitment To You.

Louis Marcel, the hair removers removed from the rest by sheer style and quality, are now beside Almay in the Cosmetics Division of Nicholas Laboratories.

We're committed to staying with our current exclusive distribution, so you can be sure of a regular high level of service from our specialist representatives who are carefully trained to understand the chemist's needs.

High Profile Market Leaders - High Sales.

Louis Marcel is the only name with a complete range of hair removers to satisfy all your customers.

Cold Wax Strips and Hair Lightener are clear brand leaders and Hair Removal Cream and Lotion are well on the way to joining them at the top.

New Big-Spend TV Advertising!

We're spending £500,000 on a striking new TV campaign and colour spreads and pages in 8 womens' magazines.

They're all talking to smooth operators - the kind of high-spending, good-looking young women who are our main customers.

New Point Of Sale That Makes A Point Of Selling Fast.

There will be eye-catching new merchandising units to give the range that fashionable feminine look which attracts new buyers and keeps it moving fast. And for the first time in the depilatory sector we're giving you a supply of fact-filled leaflets. So you can help your customers understand each Louis Marcel product and make the right choice.

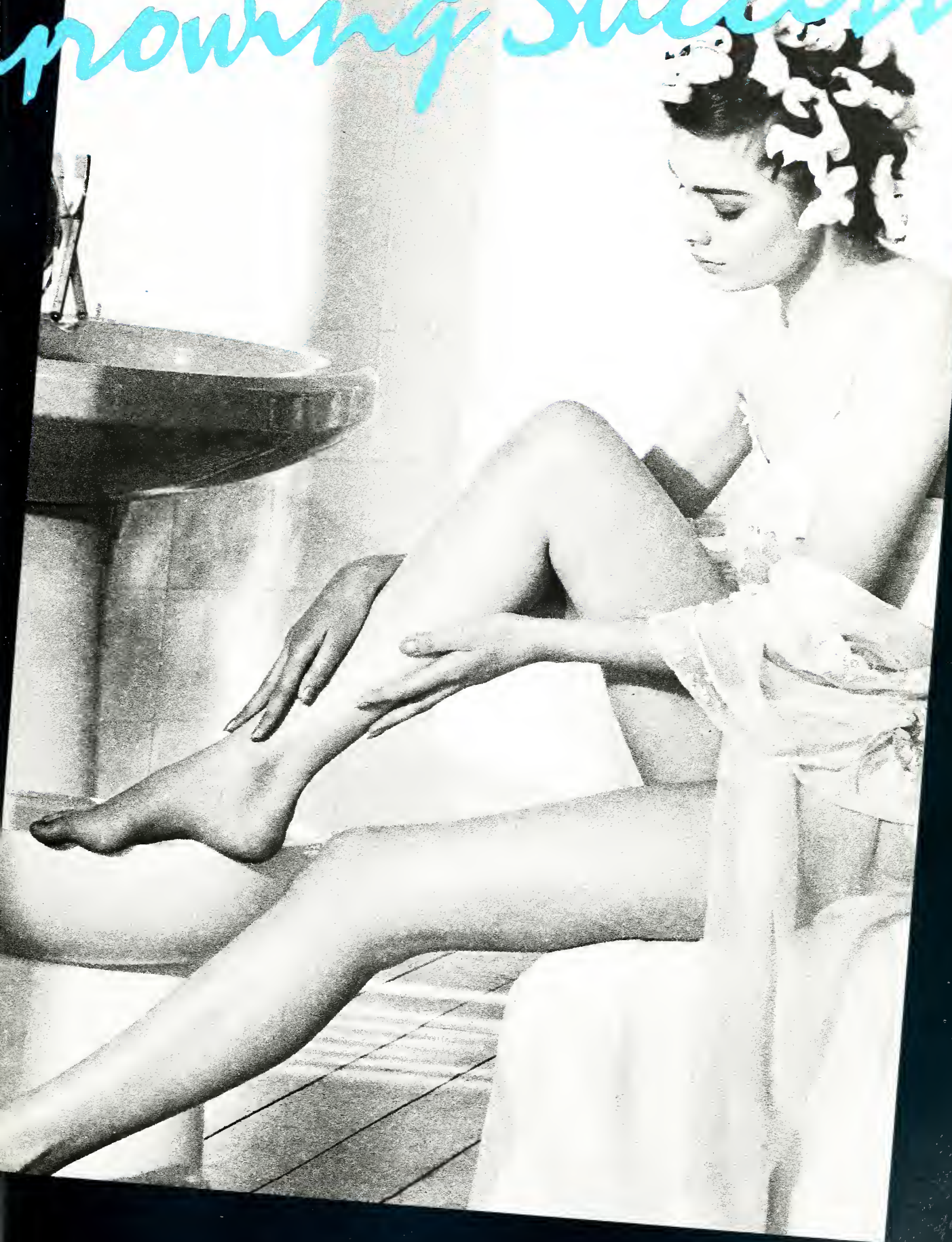
New management, bold new big-spend advertising and informative, attractive point of sale. It's all backed by the experience of a company with the technical expertise and research resources to develop new products and build the market's future.

Everything to make selling Louis Marcel a smooth operation!



LOUIS MARCEL

Growing Success



LOUIS MARCEL·LOUIS MARCEL·LOUIS MARCEL



People prefer Beatson Glass

The Pharmaceutical Industry calls for containers which give long term protection to contents. In a recent Marplan survey,* 81% of respondents felt that glass protected medicines and tablets more effectively than competitive materials.

Beatson Clark is the pharmaceutical industry's natural choice for glass packaging. Beatson Clark produce over 300 million containers per year in white flint and amber for the industry, with capacities varying from 10 ml. to 2,500 ml. If a product needs glass, you need Beatson Clark.

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Rotherham, South Yorkshire S60 2AA.
Telephone: Rotherham (0709) 379141.
Telex: 54329

* See 'The Consumer and FMCG Packaging' published by The Glass Manufacturers' Federation, 19 Portland Place, London W1N 4BH

B E A T S O N G L A S S M A K E S B R A N D L E A D E R S



Beatson Clark plc

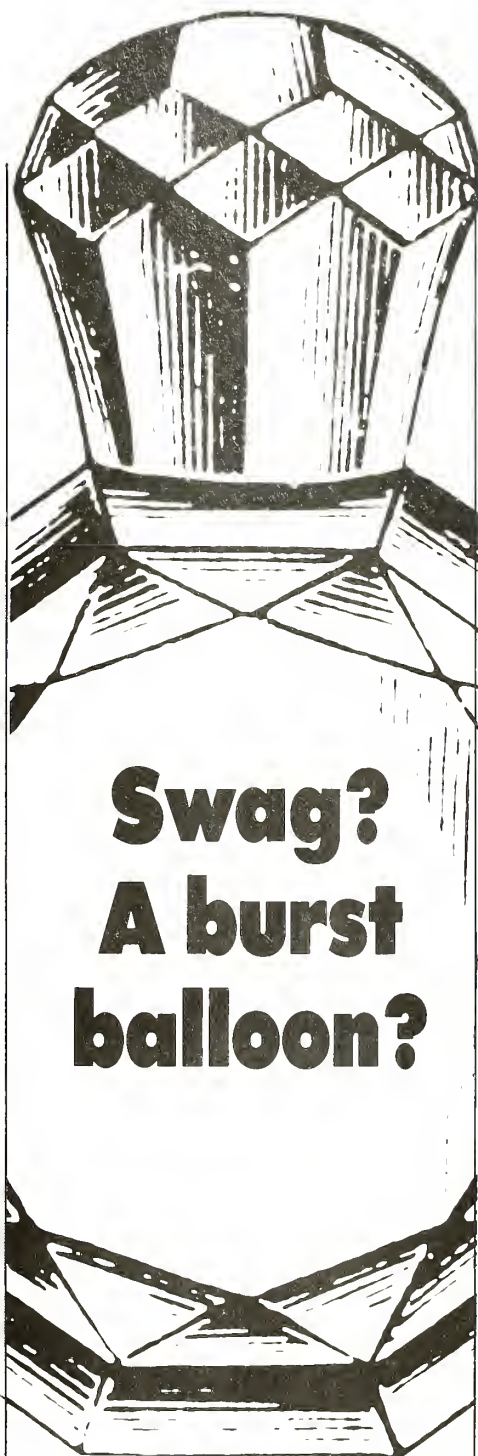
After five or six years of mercantile anarchy, the cosmetics and perfumery companies may be poised to regain their grip on the market. In recent times they have behaved honourably, have been upright and decent with their small chemist accounts, were straightforward in their dealings, and have refrained from using undue pressure on their customers. Can it be possible that the iniquitous agency system will once again fetter small retailers, as it did in the sixties and seventies? Will 1985 see them regain the whip hand? How will they use it this time around? Canopus* takes another insiders' look at the swag trade.

It is not all that long ago when chemists had a virtual monopoly on both the toiletries and the fragrance/cosmetic markets. A brief survey of what happened to the toiletries market may shed some light on the future for other markets.

The economic explosion of the early sixties saw other traders casting envious eyes around the market place — and alighting on toiletries. After all, at that time they had a certain flair, were chic, but far less complicated and specialised than cosmetics.

At first manufacturers tried to keep a tight control of this market — direct accounts only, "do as the rep tells you," and woe betide the chemist who cut his prices to compete! For every hair lacquer-removing shampoo he wanted to buy, he had to take a dozen poor sellers. No, wholesalers could not be permitted to supply their products — but soon they did!

Before long warehouses around the country were including a small toiletries section, selling to any traders wishing to buy. Grocers saw higher margins and jumped at the new market area. Chemists complained. And manufacturers became schizophrenic



Swag? A burst balloon?

— trying to maintain and sooth their main market (the chemist) while reaping the benefit of increased sales.

The market expanded dramatically as the need for hair lacquer, deodorants, soap and toothpastes, was drummed into the populace by the new phenomenon: television advertising. They were able to buy

at "Cut price", "Special offer", or "New low price", in most stores in town.

The wholesaler thrived. The manufacturers soon saw the profitability of dropping twenty pallets to just one of them, rather than making up several hundred little parcels to go to chemists. After only a few years of struggle and dichotomy they accepted the inevitable — and supplied anyone who could pay. Wholesalers joined in by taking part of their distribution costs off their prices to encourage traders to come to them, use their own petrol, and pay cash. The scramble to compete with lower prices when Retail Price Maintenance was abolished encouraged the rise of the cash and carry.

The advent of voluntary trading organisations spawned by grocers with Spar, VG, etc did nothing to halt this movement. It must be remembered by the chemist that despite their fanfares about "helping the chemist", "being for the chemist", etc, this really means "making money out of the chemist". For people who can't be bothered to compete, who will not leave the close confines of their shop, or use an evening to go out and look for business or look for profit, must expect to have to pay substantially higher prices than those willing to work. The comparison between prices charged by Unichem, and those on the open market, is reflected in the salaries of Unichem leaders.

By the mid-seventies then, toiletries had moved through a cycle. From a monopolistic luxury, they had undergone "swag" distribution, moved into a fiercely competitive stage, and then become "legitimate", openly marketed goods, with little fashion appeal or pizzaz, but prices had stabilised. The manufacturers had changed their minds and their distribution policies and were reaping the rewards. From limited distribution they had opened it to all and sundry, and then settled to a slightly lesser number of better accounts — but without any of the fetters of the agency agreements.

The cycle was to be repeated — but with a major difference.

The birth of swag

The fragrance and cosmetic market had hardly been touched by all this activity. Signed agency agreements stipulating what

continued on p526

Absolute Alcohol

Synthetic quality available to British and all well known International Specifications and Pharmacopœias.

James Burrough (F.A.D.) Ltd.

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the chemist could or could not do, while exonerating the company from any responsibility whatever, were still the order of the day. If you wanted to take a dozen Charlie sprays then you also had to take six dozen assorted shampoos, talcs, perfumes, that would sit on your shelves till Kingdom Come. And the rep would tell you how much space you were to give his products, where they were to be sited, how much you *would* buy, and how much support you were to give to him, etc. You had signed and they were extracting their pound of flesh.

The end of the monopoly

But 1978 saw the first signs of general traders coveting the chemist's monopoly. One or two entrepreneurs set up cash and carry operations aimed at supplying market traders with agency lines. By chemist's standards their lines were untouchable — damaged stock, discontinued lines, testers, bankrupt stock, etc. But their prices were low. Perfume sprays retailing at £3 cost £0.20 each. Revlon lipstick testers "£1 a dozen". They started in converted houses, in garages, or from the backs of cars — but by 1980 they were moving into custom built or upmarket premises, with showrooms, etc.

At first the agencies fought tooth and nail, with writs, slurs, and every method open to them, attacking both these wholesalers, the traders who bought from them, and any chemist who dared to sell to them or support them. But soon every street market had a trader selling agency lines.

Now the manufacturers discovered the recession. Their control over their accounts was slipping. Chemists were refusing to buy as much, were not obeying reps' instructions, were cut-pricing to compete, and were destocking — even preferring to close the account rather than become bankrupt. Suddenly the manufacturers' warehouses were bulging with unsold stock, production quotas were fixed up to two years ahead! And American parent companies simply wouldn't believe their European subsidiaries tales of woe.

The answer was at hand. Use the new breed of wholesalers. Product from all the major houses, Factor, Revlon, Coty, Yardley, etc was soon being offered. Legacy departments were set up by firms to clear their dead stock. But Heavens help any little chemist who bought a bit extra to pass on to these warehouses himself for a meagre 5 per cent POR! A dichotomy occurred. The agencies were selling directly to the cash and carries, but telling their reps to clamp down on the size of orders, "because the cash and carries could only be getting it from unscrupulous chemists". Of course, this saved on reps commission, too.

1981 saw mail order or factory sales



Fidji — roared into prominence in 1983.

growing by leaps and bounds. Most agency companies had supplied this market with cut price perfumes in the past, but suddenly the new wholesalers joined in. These methods of selling cut out the retailer, allowing the wholesaler to pocket all the profits right down the line. It was whispered that one of the three or four giants had over 2,000 "supervisors", each with ten or a dozen agents selling to their workmates, neighbours, family. This far exceeded the scale of Avon.

1981 was the year of profits. The first generation wholesalers were thriving, but many others were springing up to compete. Manufacturers had learnt to use the market, and had learnt to be nice to chemists. At

long last they preferred to use us as their customers, not as their serfs. This was because retailers of all types were selling their clearance lines hand over fist, which curtailed sales of their current stock lines. The entrepreneurs who had looked to the future and bought several registered trade names like Hai Karate, Heaven Sent, etc, were reaping the rewards. And the "own — label" cosmetics, introduced to the bottom end of the market, were proving so successful that export orders poured in.

By Christmas 1981 it was estimated that there were 4,000 traders selling "swag" fragrance and cosmetics in the Greater Manchester area alone. Every street had its "drug store", every market three or four stalls. Competition had appeared. Profits were reduced. Wholesale prices rose, as parcels of clearance lines were passed from wholesaler to wholesaler, each adding his margin. Public awareness of price started to appear.

Swag goes legitimate

1982 saw the manufacturers slimmed down. Fingers burnt, they had reduced costs, reduced staff, and reduced production quotas. Production runs of a cologne spray were no longer "a million units, sell a quarter to break even, and export the rest to Timbuctoo for the profit". For the manufacturers had found the swagmen waiting in Timbuctoo to buy up the surplus for pennies and re-import to Britain for sale well below normal cost prices. Now they produced quotas they knew they could sell.

Swag went legitimate. "Own label" cosmetics appeared in attractive counter stands or wall units. The wholesalers were taking on reps, investing in computers to handle accounts, giving 30-days credit, and a delivery service — at a price. One range of replica perfumes was reported to cost £0.40 each cash and carry, but £1.15 each with all the trimmings.

Some five years after its birth, swag had become "legitimate", normal, decent, the accepted way of buying the goods. Originally a *bête noire* to many chemists, its overall effect can be seen to have been beneficial to chemists allowing them to have reasonable, responsible dealings with the agency companies. With five years' hindsight, it was possible to see changes in consumer attitudes: from "there must be something wrong with it at that price", had changed to "I might just treat myself". But this market had lost something — its exclusiveness, mystique, or sheer *joie de vivre*. It had become commonplace, a basic necessity rather than a luxury.

Was Christmas 1983 the end of the "great" days of swag?

continued on p529

Clinical Trial Results on Benylin

Benylin Expectorant re-affirmed as No.1 in Pharmacy for Chesty Coughs

Benylin
Expectorant

**FOR CHESTY
COUGHS**

125 ml

PARKE-DAVIS



- Highly significant relief after a single dose.
- Consistently better in reducing cough frequency and severity.
- Preferred for taste and general palatability.

A recent trial¹ on expectorant cough treatments proved the superiority of Benylin Expectorant over a triprolidine formulation which is also used in the treatment of coughs.

Benylin Expectorant was shown to be significantly better in giving symptomatic relief, even after a single dose, and scored significantly better for patient preference on smell, taste and general palatability.

Proof of the superiority of Benylin Expectorant, your No.1 cough treatment. Prescribed by doctors, recommended by pharmacists.

Benylin, No.1

Composition Each 5ml contains: Diphenhydramine hydrochloride Ph Eur 14mg; Ammonium chloride Ph Eur 135mg; Sodium citrate Ph Eur 57mg; Menthol B.P. 1.1mg.
Indications For the relief of cough and its congestive symptoms.
Dosage Adults One or two 5ml spoonfuls every two or three hours;
Children 1-5 years 2.5ml every three or four hours; 6 to 12 years One 5ml spoonful every three or four hours.

Contra indications, warnings etc. Known hypersensitivity to any of the active constituents. Renal dysfunction. May cause drowsiness. If affected, the patient should not drive or operate machinery. Avoid alcoholic drink. As with any other medicine, care should be taken in administration during pregnancy.
Product licence no. 0018 5090
Cost 125ml x 24 List price ex VAT £20.83; 250ml x 12 List price ex VAT £18.53

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See your Windsor Pharmaceuticals representative or contact Windsor Pharmaceuticals Limited, Ellesfield Avenue, Bracknell, Berks. RG12 4YS. Telephone: 0344 50222. A Boehringer Ingelheim Company.



1983 saw the second generation wholesalers looking up market. Several moved into better premises, and others were planning to do so. All had expensive, impressive displays of stock. The lipstick testers were a thing of the past. The rubbish of early days was not desired or available anywhere. Even damaged stock or imperfect cartons were being returned by retailers as unsuitable for sale. The replica perfume market such as Replica and Second Sense, had all but disappeared.

Gift sets made for the market were the great success story. David Ross sets like Burley and Hai Karate were so successful that they took third place in the overall market. Their distinctive packaging could be seen in many chemists as well as the market stalls up and down the land. But competition was becoming fierce. At a cost of, say, £0.60 with a removable tag showing a RRP of £1.95 or more, such sets were now marketed at £0.99. The 50 per cent plus mark-up had now been breached.

French perfumes roared into prominence. There had always been small amounts of stock available on the open market, usually allowing a 20-30 per cent mark up for the trader. Much of the limited stock available was split up and sold within the trade, so that each wholesaler had a small amount as a prestige exhibit on his shelves. Suddenly, the retailers were being asked for Madame Rochas, Fidji, L'Air du Temps, etc. The public had grown tired of Factor and Yardley being everywhere and now wanted the more exclusive brands. Those agency holders willing to "pass on" were swamped with requests — and found that their margins were being reduced. Inevitably, some wholesalers thought that, in January 1984, they had burnt their fingers overbuying, as the remainders seemed to sit on their shelves.

On the cosmetics front, Constance Carroll and Gallery went from strength to strength. Others were not so lucky. Monchic was probably overpriced. Marie Claire, launched with a fanfare of punk colours disappeared as rapidly as it came. Today's Girl (now being renamed Tomorrow's Girl because of conflict with Avon) is still happy to concentrate on khol pencils. No 1 and Patons still continue somewhere.

Swag had been so successful for some that one of the first wholesalers who also had a significant mail order department, was rumoured to be on the point of having a listing on the Unlisted Securities Market early in 1984.

But the first few months of 1984 saw a cloud on the horizon. For the first time the faces were not so cheerful. The upmarket perfumes sat on the shelves. The clearance parcels had dried up. The manufacturers were releasing less and less but charging

more and more. For the first time the "bit extra" bought by chemists for passing on, was being declined.

By last summer at least one wholesaler had cancelled his plans for moving into more expensive premises, and another was rumoured to be up for sale. Then came the astounding news that one of the giants was closing down his mail order business entirely! What happened? The weather should have been good for sales: there was still money about. But half the market stalls had gone. Many of the small punters who flock in their hundreds to the swagmen for £50 or £100 of stock to sell next weekend, had just given up and drifted away. The number of agents and supervisors had vanished from the mail order books, and the costs of printing and posting the glossy brochures had become totally uneconomical.

The small man disappears

Where had they all gone, these small buyers? No one knows. Glib answers abound. "Competition was too fierce", "there was no profit left", "they bought a shop" or, of course, "the miner's strike", float about. What is known is that in six months of last year the demand halved. But margins and prices had to increase rapidly to cover overheads — a vicious circle had started.

An example could be Coty L'Aimant flacon mist sprays. Christmas 1982 saw thousands available at a cash and carry cost price of £0.95 and a RRP of £2.25. A year later a few hundred were offered at £1.20 to £1.30. Christmas 1984 saw only a handful in one outlet on offer at £1.90. And what had happened to all those glorious plans for making a fortune out of the naive chemist? A year later the plans had changed from being a certainty to just ticking over.

Autumn 1984 saw the strength of the dollar. The Americans invaded Europe snapping up French perfumes. The surplus of dead stock from the beginning of the year rapidly crossed the Atlantic. But the British housewives still wanted them. Suddenly they had acquired a scarcity value.

November 1984 saw a remarkable ambivalence in the attitude of the wholesalers. The excitement and expectancy of bumper sales for Christmas was still there, but this year, for the first time, it was overlaid with a sense of doom. The "made for the market" coffrets and Christmas packs were moving from wholesaler to wholesaler, but on the whole were not being sold to retailers. This year expansion had taken the direction of firms marketing packs with a "pretty, pretty" country garden theme. Retailers were not falling over themselves to buy. And margins were squeezed yet again. Popular gift sets costing £0.55 last year were now

£0.65, or even £0.75, but were being retailed by super markets for only £0.99. A margin of over 10 per cent would satisfy any grocer.

Rumour has it that one of the giant wholesalers is being offered for sale. Further, it is now converting much of its space into cash and carry toiletries. What a sign of the times! Another, smaller, one is talking of closure by the Summer if conditions do not improve.

Everyone reports the disappearance of small retailers and market traders. The bargains traditional to the swag market have disappeared. It is clear that the clearance parcels have dried up at source. The only ones seen recently are Aziza products at £0.25 or Cabochard at about £0.50. Why have they dried up? The manufacturers have not totally run out of dead stock, have they? Have they ceased making mistakes in their forecasting of quotas?

In the mid seventies the agency companies had the small independent by the throat. If you wanted to sell Brut after shave, you had to take several hundred pounds worth of unsaleable shampoos, shaving preparations, soap, etc as well. You could not order small Charlie sprays unless you took what Revlon told you to take with them. Result: high profits for the agencies, high prices for the customer, but no profits for the retailer, as all his profit was tied up in useless, deteriorating stock.

By coincidence of history, a handful of younger pharmacists and other traders happened to balk at this iniquitous system at just the moment when a handful of entrepreneurs were willing to set up warehouses selling agency lines. Two other major factors involved were the start of the recession, and the EEC directive declaring punitive agency agreements invalid.

About 1978, therefore, a few people set out to break the stranglehold that the mighty agencies held over them. Law suits followed. The agencies lost. The multinationals were curbed. Many had to sign agreements not to force retail prices and other coercions on their retailers. Agency products became more freely available. The excesses ceased.

A vast change came over the reps' visit. Now he had to ingratiate himself with the chemist. He had to uplift dead and damaged stock, provide services such as stands and testers, etc, if he wanted an order. And no longer did he dictate how large that order was to be. To be sure some of the unsuspecting or ill-informed chemists were still cajoled into obeying the companies wishes, but this became rare. The attitude of the companies changed as they had to woo the chemist rather than browbeat him. The agencies treated him in a similar manner to the way his "ethical" companies always had.

We have now had half a decade of

continued on p530

decent dealings with the agencies. It has been a retailer's market. But since the late Summer two or three practices have been revived. Several retailers with agencies such as Yves St Laurent, have reported that they are being investigated to see if they are passing-on, in order to stop it. Several companies have offered small-size perfume sprays only on condition that the retailer also took parcels of poor sellers.

An example of this was Lace. Interestingly, when the promised television advertisement finally appeared Yardley seemed unable to supply any Lace to its retailers — a situation also not seen for quite a while. Restrictions on order sizes have occurred again. The Coty reps who offered their new sun preps on a sale or return basis, seemed sadly shy of honouring the agreement with several retailers and credit has taken at least three months to come through.

Several agency accounts have been threatened with closure unless they bought more from the company. Factor have demanded that broken, faulty or damaged goods be posted back to Bournemouth

before credit can be given — and there is no offer of a refund of postage costs. Forward invoicing has returned; this involves invoicing as soon as the order is placed, delivering several weeks' later, but demanding the money 30-days from invoice date, possibly even before the goods are delivered. British law is quite specific about this: it is 30 days from *delivery* date that the account falls due.

Forecasts

In January 1982, *Chemist & Druggist* published my article the "Rise and Fall of the Swagmen". It detailed step by step the market forces that led to the establishment and success of this market up to Christmas 1981. Further, it made many prophecies. Most have occurred.

It forecast the debasing of the mystique and exclusivity of agency lines. It forecast the end of profits in swag, the end of the era of monopolistic specialisation of the beauty market, and it forecast the adaptability of chemists within the changing market.

What I failed to foresee was that the swag

market had only one year ahead before a violent drop occurred. I failed to see the collapse of the mail order business. For all my talk about the EEC and British Law, I failed to appreciate that the agencies, having slimmed down, could afford to bide their time, waiting to step in to recapture their hold when the swag market hiccupped.

I did not note the major difference between the toiletries market and the cosmetic/perfume one. It was the concept of scale versus profit. A manufacturer of, say, a deodorant spray, may produce four or five flavours in his range but will manufacture millions of each on continuous production runs. Cosmetics in all their varieties are still produced on a batch process, perhaps as few as ten thousand, two or three times a year. Distribution of the deodorants is continuous by the pallet load. Distribution of the lipsticks is in threes or sixes now and again. The deodorant manufacturer does not care who the pallets are sent to, as long as production lines keep flowing and they pay. The cosmetics manufacturer hopes his ten thousand will sell, sooner rather than later.

continued on p532

Martindale products that work for you...

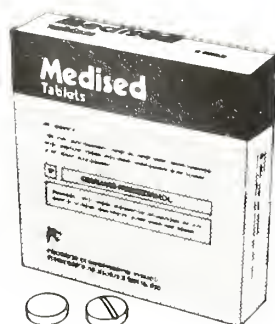


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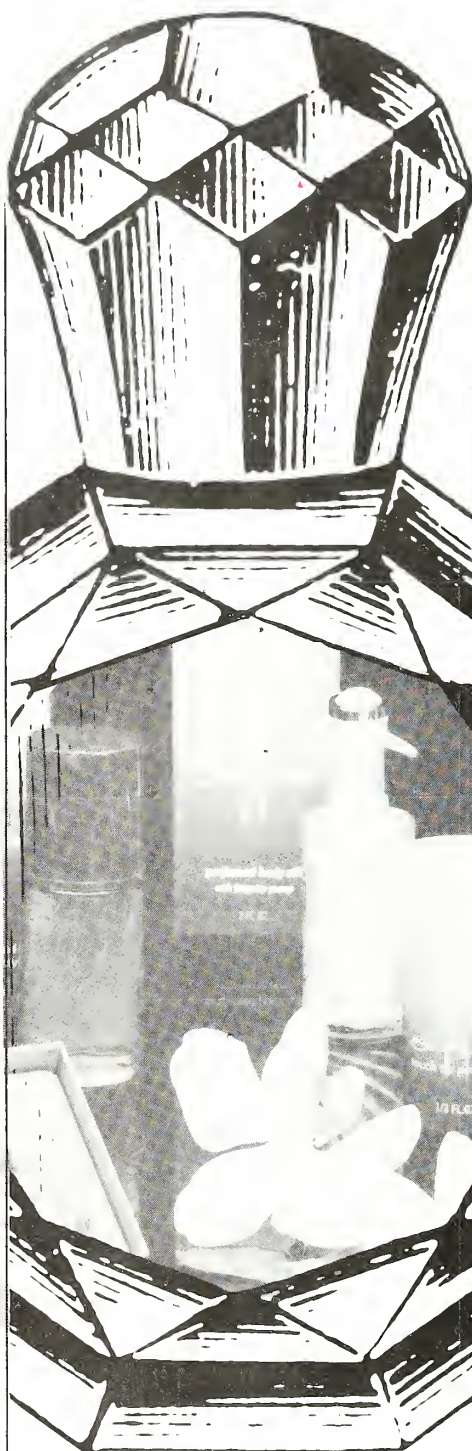


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Revlon — keeping a low profile.

The effect is that the toiletries market is open, well ordered, inducing retailers to buy. The agencies want to keep a tight hold on their accounts to make sure they buy the poor sellers, promote full ranges contrary to commercial logic, give the best site to their brand at the expense of others, etc. At its extreme in the seventies, the agencies thought they must cut out the selling power of their competitors with the retailer. Revlon had its binding six month promotional agreements, so much to come in each month in a staggered progression. A good idea in theory. But it castrated the buying power and cash flow of the retailer for several months each year. But what has happened to Revlon in the past few years of the open market? Has anyone seen them lately? Has anyone noticed the other headaches such as Fabergé, lately?

Whereas an open market was advantageous long-term to the toiletries manufacturers, a closed market is required by most cosmetic and perfume manufacturers. Bearing this in mind, why has all the agency stock dried up on the open market? This has changed the nature of the market from a buyer's to a seller's. Is the resurgence of "tougher" attitudes by reps a coincidence? Is it a sign of things to come?

The take-over of British American Tobacco's fragrance companies by Beecham may well give us a useful pointer. Will Beecham now sell fragrance and cosmetics to all retailers — and make Yardley, Lenthic and Maybelline, as commonplace and competitive as toothpaste? Will Max Factor *et al* follow suit to maintain their share? American owned, it is probable.

Will they bother with the independent chemist? Initially, they certainly will. But will we see a Yardley's rep in a few years' time, or will he spend his time with the supermarkets? Only if we fail to heed the story of the toiletries market, and fail to rise to the challenge.

A dichotomy may therefore result. The chemist trying to sell fragrance and beauty may well be faced once more with legal contracts, binding agency agreements and

arrogant reps, on the one hand, while having to cope with quantity discounts, heavy merchandising, and Uncle Tom Cobley competition on the other hand.

I concluded three years' ago that the independent chemist would learn to cope, and in doing so would succeed. I was right. Now the chemist has to rise to the challenge of the multi-nationals to control *his* business again. Now it is the chemist's turn to bide his time and look for fresh opportunities — for come they will.

Chemists have learnt that they do not need to tie up thousands of pounds in dead stock, that they do not need to carry full ranges, that they can offer a far wider selection of good sellers while actually holding less agencies. They have learnt that the stockturn of their perfumery section has to be six or eight times a year, otherwise they are losing money by having it. They have learnt to say no. They have learnt that "I feel terribly guilty at putting more than a 50 per cent mark-up" is not only the road to ruin, but that some higher mark-ups are essential to pay their costs. They have learnt to use swag to regain trade in other market areas.

This situation and these attitudes will not disappear. They are here to stay. Make no mistake, the wholesalers are now an integral part of the trading scene. There is now an established market-place, and it is hardly likely to be driven underground again, or to be reduced to a trickle. But what throes will it pass through before it levels out? Whatever, will it be to the detriment of the small trader? No. Not if he refuses to let it — and supports the wholesaler who has made life easier for him and his dealings with the multinationals.

As one entrepreneur remarked recently "At this stage of the market there are vast profits to be made. The problem is finding the secret of making them."

*Canopus is the pen-name of an entrepreneur who has been involved in swag distribution. He last wrote for *C&D* in January 1982 on "The rise and fall of the swagman".

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the altacite range

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Society to set up original pack working party

The Pharmaceutical Society is to establish a working group to consider all aspects of original pack dispensing.

The group will consist of representatives of the Hospital Pharmacists Group Committee, the Industrial Pharmacists Group Committee and the community pharmacy subcommittee of the Practice Committee.

A letter is to be sent to the Association of the British Pharmaceutical Industry asking about the outcome of its meeting with the Department of Health on the subject, informing the Association of the establishment of the Society's working group, and seeking an assurance that there will be "continuing and constructive dialogue" for the implementation of original pack dispensing.

The Society's Council agreed last October that original pack dispensing should be the norm and the decision to set up a working group was made at this month's meeting.

Distance learning project. The Society's pilot project in distance learning is to be carried out jointly by the National Extension College and the Pharmacy Practice Group (five practising pharmacists with experience of organising postgraduate education for pharmacists).

Acceptance of the NEC tender was unanimously recommended to the Council by an assessment panel appointed by the postgraduate education committee.

The panel noted that the NEC had considerable experience in providing open learning material and that the pilot project would link with an existing administrative and support system having committed staff. Furthermore, the deputy director of the NEC (Mr Roger Lewis) was recognised as an authority on distance learning. It was noted that the tender had made a clear statement on the pharmacy input, which consisted of an experienced group of practising pharmacists.

Accepting the recommendation that the NEC tender be accepted, the Council also agreed that the tender document should be sent to the NHS Training Authority to determine whether any financial support could be obtained from the Department of Education and Science "pick-up" scheme.

Approach to RDC. The Society is to ask the Rural Dispensing Committee why doctors' applications for the "tidying up" of

practice areas are being accepted, when the facility for "tidying up" operations had been implemented in 1983 for a one month transitional period only. The RDC will be asked to implement the legislation more firmly.

Concern over basic grade shortages. The Council is to express concern to the management side of the Pharmaceutical Whitley Council about the increasing shortage of basic grade pharmacists in hospital pharmacy. Evidence will be supplied of reduced standards resulting from the shortage of staff.

Education in Edinburgh. The chairman of the University Grants Committee had agreed to discuss with the Society the future of postgraduate and continuing pharmacy education in Edinburgh following the eventual closure of Heriot-Watt school of pharmacy. Postgraduate education is currently being considered by working parties of the Society and of the National Pharmaceutical Consultative Committee in Scotland. Because discussion with the UGC could benefit those working parties, Council agreed that the UGC chairman should be asked to meet with representatives both of the Society and of the Scottish working party.

MDA controls. The Society is to ask the Department of Health to update Health Circular HC76(10) in the light of the new Misuse of Drugs Act 1971 controls on barbiturates and diethylpropion.

Hospital Group elections. The annual meeting of the Hospital Pharmacists Group, on May 17, is to be asked to approve a proposal that elections should be held annually to fill three places for elected members on the group committee, rather than holding an election every three years for all nine places as at present.

Insurance premium increase. The Council has agreed to an increase of £2 per member in the net premium for the Society's professional indemnity insurance.

Private scripts pricing. The Society's recommended method of pricing private prescriptions is being reviewed in the light of the recently agreed alterations in NHS dispensing fees. The Society hopes to distribute pricing charts to pharmacies before April 1.

FPS computerisation. The Society is to send a representative to a forum on computerisation in the family practitioner service.

Family planning. The Society is to

maintain its observer status on the Joint Action Committee for Family Planning for a year, following which consideration will be given to seeking full membership.

Meeting with BMA. The president is to lead the Society's representatives at a meeting to be held with the British Medical Association. The BMA representation will be led by the chairman of Council, Dr John Marks.

Premises down

The number of pharmacies on the Pharmaceutical Society's Register of Premises dropped by nine to 11,106 in February — the first monthly drop since March last year.

England (excluding London) lost six, with 16 additions and 22 deletions. Scotland lost four with one addition and five deletions. Wales had two deletions and London four additions and one deletion.

CD licence fees up in NI

Increases in fees payable in respect of licences issued under the Misuse of Drugs Act 1971 come into effect in Northern Ireland on April 1.

The new fees per drug are:

a) to produce a controlled drug	£288
b) to produce preparations from a CD	£192
c) to produce and possess a CD (for research only)	£96
d) to supply CDs	£96
e) to possess CDs	£48

Misuse Of Drugs (licence fees) (Amendment) Regulations (Northern Ireland) 1985 (SR 1985 No 32). Available from HMSO, 1DB House, 80 Chichester Street, Belfast BT1 4PS.

List changes

Additions to the Blacklist published in C&D March 2, p415.

Almasilate Susp 500mg/5ml
Almasilate Tabs 500mg
Carbocisteine Syr (any strength)
Carbocisteine Tabs (any strength)
Cyanocobalamin Inj BP
Cyanocobalamin Soln (any strength)
Cyanocobalamin Tabs (any strength)
Dextromethorphan Hydrobrom Syr 6.6mg/5ml
Dextromethorphan Hydrobrom Syr 13.5mg/5ml
Euhypnos Caps 10mg
Hydrotalcite Susp 500mg/5ml
Hydrotalcite Tabs 500mg
Phenylephrine HCl nasal drops 0.25%
Phenylephrine HCl nasal drops 0.5%
Rite-Diet Gluten Free Biscuits
(chocolate chip cookies, half coated chocolate biscuit, custard cream biscuit, Lincoln biscuit, shortcake biscuit, sultana biscuit, soya bran, only)
A full copy of the Blacklist will appear in the Price List each month, starting in April.

Nuffield team to meet Council on March 22

Members of the Nuffield Inquiry team will be visiting Northern Ireland on March 21-22. the Council of the Pharmaceutical Society of Northern Ireland heard at its February meeting. A meeting with Council representatives has been arranged for Friday 22.

The directors of Sangers are to present a past presidents' board to the Council to mark the 60th anniversary of the Northern Ireland Society in December this year.

The secretary read a letter from the DHSS informing the Council of the retirement of Mr J.D. Pollock. Mr Pollock has been the wholesale trade's representative on the PSNI Council for over 20 years.

Mr J. Kerr reported on the recent meeting of the Education Committee, which considered a number of topics for inclusion in the 1985/86 programme of

post-qualification education and training. Mr Kerr also reported on the progress of the Northern Ireland Health Council subcommittee on health education which is investigating all aspects of health education in Northern Ireland. It is the view of the Council that pharmacists should be involved in future health education programmes subject to satisfactory arrangements being made.

The following applications for registration as students of the Society were approved:-

Teresa Josephine Allen, 42 Fair Road, Greencastle, Kilkeel, co Down.
Alwyn James Beresford, 66 Portglenone Road, Randalstown, co Antrim.
Ethna Bridget Devlin, 5 Oakleigh Park, Portadown.
Janet Mary McAnea, 1 Diamond, Castlederg, co Tyrone.
Patrick Robert Moore, 19 Prince Edward Gardens, Belfast.

Sharon Anne Nevin, 13 Wolseley Street, Belfast.

Donna Shields, 38 Chadwick Street, Belfast.

On the motion of Mr Clarke, seconded by Mr McIlhagger, the following applications for restoration to the Register were granted:- Barbara Joan Kirkwood (née Connell), Hillgrove House, 80 Ballyrainey Road, Camber, co Down.
Heather Elizabeth Coleman (née Cameron), 160 Dunminning Road, Garryford, Ballymena.

The following applications for permission to employ pharmacy graduates for pre-registration training were granted: Felix McNally, R. Adair & Co, 5 Monaghan Street, Newry, co Down.
W.J. Warnock, 6 Market Lane, Lisburn, co Antrim.

The report from the Finance & House Committee of February 21, 1985 was adopted on the motion of Mr Dillou seconded by Mr McIlhagger. It included a list of repairs which are necessary at 73 University Street, the Society's headquarters in Belfast.

Stephar bv farmaceutische produkten



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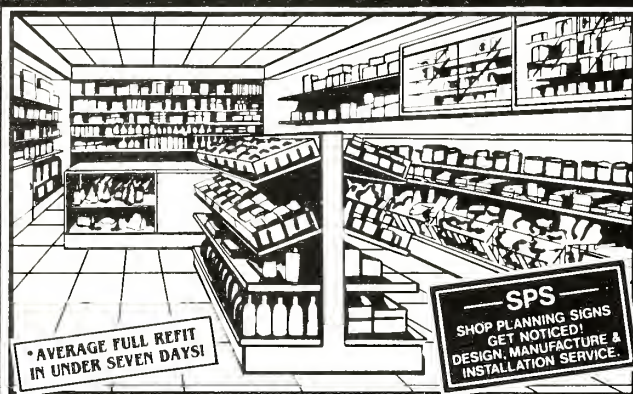
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C&D

Dynamic market scents sweet smell of success

All the big air freshener manufacturers are looking for further market growth this year, though they will be hard-pushed to beat 1984. Growth was strong in all three main product sectors, thanks in particular to the major product launches. Chemists too, say Airwick, had a good year.

The UK air freshener market has always tended to be fairly product-led but if the point needed further emphasis, 1984 provided it. The major companies agree that last year's launches of the "dry" aerosol and premium-priced slow release products pushed sales up by as much as 20 per cent.

The new estimate of the market, including carpet fresheners, is about £40m at rsp. That is Reckitt's figure — "as much," they say, "as is spent on furniture polish and nearly as much as on household cleaning products." Johnson Wax go further and estimate the market value at £42.2m for the 12 months to November 1984. Vere Awdry, marketing manager for Airbal and Cooper Freshaire, says £35m at rsp, excluding carpet fresheners.

Launches and promotions have produced growth in all three main product sectors but it is the introduction of the dry aerosol which seems to have caught the market's imagination. Aerosols have grown so fast that they have almost wiped out the slow release sector's traditional lead in value terms. The 1983 solids/aerosol split was 60/40. Reckitt now say 56/44 for 1984, with aerosols worth £13.2m at rsp and solids £18m. Figures from Johnson Wax show much greater aerosol progress, with a growth rate of 26 per cent by value as against 14 per cent for slow release products. They say the two sectors are now worth £16.4m and £16.8m respectively, though solids still have a big lead by volume. The Airwick Company's view of the slow release market is £18m at rsp, showing 10 per cent growth on last year.

The aerosol sector's dry revolution, says Mintel, has made brand competition even more of a two-horse race between Reckitt and Johnson Wax. These two spearheaded the development of the dry formula with Haze dry and Glade dry respectively, though other companies gradually followed suit. Jeremy Scrimshaw, group product manager for Haze, concedes that Glade may have benefited most, increasing its market share from 1983's figure of 15 per cent at the expense of the smaller brands. Haze dry, says Mr Scrimshaw, helped

Reckitt maintain their dominance at a 45 per cent value share.

Launch activity was also high in the slow release sector and may have affected brand shares. Airwick claim house leadership with a 46 per cent share of sales by volume. Stick-up, they say, is the largest brand with 38 per cent of unit sales. Reckitt and Johnson Wax concede that Airwick are in front but both claim second place. Reckitt now say that they have 25 per cent of the market by value thanks to Twice-as-fresh, Tiny Tim, Roll-fresh, and last year's newcomer, Pomander. "This has been our most successful air freshener launch yet," says Jeremy Scrimshaw. "Within the space of six months, we had caught up with the second brand in the sector." He claims that Pomander has about half the market share by value of Stick-up, though it is much smaller in volume terms.

Not all launches were as successful, Vere Awdry, marketing manager for Airbal and Cooper Freshaire, admits that Colourfresh has been slow to win acceptance and has not yet reached the 10 per cent sector value share he forecast at the launch last year.

Freshening growth

Sales of carpet and room fresheners also increased last year, say Johnson Wax, thanks to pricing activity and extra-content packs. They say that this sector grew by 21 per cent in value terms on 1983 and is now worth £9m at rsp. Reckitt give a figure of about £8m and Cussons say £6m. Johnson Wax claim Glade shake 'n' vac is the brand leader with a dominant unit share of 56 per cent. Haze carpet freshener, say Reckitt, has 25 per cent of sector sales.

New to this part of the market is Airwick Breeze, "the room freshener you pop in your vacuum cleaner". Airwick say they are delighted with the way the launch has gone and that sales are running ahead of expectations.

One area of the total air freshener market is fairly quiet. The dustbin powder sector, say Jeyes, "has remained static for the last few years and we envisage no dramatic change in the foreseeable future. We

estimate this sector to be worth £0.4m per annum, of which Freshbin represents approximately 25 per cent by value."

After several years of declining sales and market-share, the tide may be turning for the chemist sector. The latest figures from Airwick show that "there has been a substantial upturn in slow release air fresheners sales through chemists during the second half of 1984. Sales value for the last six months of 1984 showed an 11 per cent uplift versus 1983." The main factor, say Airwick, has been the success of the new premium-priced brands, Airwick Maxifresh and Haze Pomander, and Airwick now credit chemists with 11 per cent of the value of total slow release sales.

Chemists' decline over

Even Vere Awdry, who says that the chemists share in both solids and aerosols has fallen from 20 per cent of value five years ago to about 13 per cent in 1984 (£4.5m), doubts there will be further decline.

This still leaves pharmacies as one of the smaller outlets. Nielsen Business Services reckon that independent chemists sold only £0.5m of aerosol and slow release air fresheners in the 12 months to October 1984. This compares with £0.1m in multiple pharmacies (excluding Boots) and about £2.2m in drug stores. The grocery trade, which includes Sainsbury's and Tesco's as well as the independents, took £18.5m in the same period.

The picture is confirmed by Mintel who monitored point of purchase of both air freshener and insecticides by asking a sample of about 600 housewives where they had bought their last product. "Other chemists", with 4 per cent were less important than drugstores (6 per cent), Boots (8 per cent) and grocers/supermarkets (50 per cent). Hardware stores took 8 per cent, with department stores and DIY supermarkets on 3 per cent each and Woolworth 2 per cent. 15 per cent of the sample said they bought their air freshener/insecticide elsewhere or could not remember the point of purchase.

Once in the pharmacy, the consumer probably spends more on slow release products than on aerosols, dry revolution or not. In fact, Vere Awdry says chemists are biased towards the sale of slow release products, with a solids-to-aerosols ratio of 57:43 by value and 66:34 by volume. The figures for grocers are 50:50 and 55:45 respectively.

Brand shares are also different in the chemist trade, reflecting the fact that chemists may stock more brands than the supermarkets. According to Vere Awdry's estimates, Haze Dry takes only 27 per cent of the value of aerosol sales in chemists, compared to 45 per cent across all outlets. In

contrast, brands like Cooper Freshaire and Wizard fare better in chemists than elsewhere.

In the chemists' slow release sector, Mr Awdry still estimates that Stick-up is the brand leader but gives Glade solid just 4 per cent of sales by value, and Johnson Wax admit that their penetration of the chemist sector is small. Haze Pomander, says Mr Awdry, is already the second brand in chemists with 12 per cent of sales by value, followed by Airwick Maxifresh with 7 per cent.

If this is a trend towards stocking the premium-priced products, Mr Awdry welcomes it. "Chemists," he argues, "should be aiming to sell products which are longer-lasting and more versatile. This is the way the market is moving."

But regardless of the stock, an attractive product display can mean the difference between profit and loss. The major companies agree that the consumer essentially buys on impulse. "Air fresheners," says Vere Awdry, "are not something the housewife puts down on her shopping list."

The major companies stress that they are committed to the chemist outlet. Reckitt say their discounts are structured to enable the chemists to compete and respond to the market trend. Vere Awdry says that Airbal and Cooper Freshaire will not be sold to the grocery trade at cut-price, specifically to help the chemists. All the chemist has to do is expand with the market.

Launch activity at the moment is not quite on last year's scale and some of the major companies are keeping their brand plans firmly under wraps. Bayer and Johnson Wax have not yet released any details though Airwick promise further advertising support for Maxifresh.

Ownership of the Airwick Company has just passed from Ciba-Geigy to Reckitt, though all Airwick products will still be distributed through Beecham Toiletries for the time being. The main aim of the acquisition, say Reckitt, is to take advantage of Airwick's strength in the US and European household products markets: "Worldwide, the Airwick acquisition will increase Reckitt & Colman's household and toiletry sales by over 50 per cent." Even so, the implications for the UK air freshener market are big enough — adding the claimed Haze and Airwick market shares gives Reckitt a dominant share in the slow release sector.

In the aerosol sector, Reckitt are currently backing the repackaged Haze Dry with a £1½m television advertising campaign and claim that marketing spend for the Haze range as a whole this year will be about £5m.

Ashe Laboratories, who now handle the UK marketing of Airbal and Cooper

Reckitt's Haze, one of last year's dry revolutionaries, has a fresh look for 1985. Together with Glade dry from Johnson Wax, Haze spearheaded the introduction of the dry formula aerosol which changed the face of the air freshener market. Reckitt are currently backing their dry aerosol with a £1½m television advertising campaign and promise an advertising spend for the whole Haze range of £5m this year. *Reckitt Products, Reckitt House, Stoneferry Road, Hull, Humberside HU8 8DD.*



Cussons are promoting their 1001 Spring carpet freshener as part of this month's £100,000 relaunch of 1001 carpet cleaner.

An on-pack offer includes a 96-page 1001 carpet book — free for two proofs-of-purchase. Cussons say they are featuring the whole range in editorial competitions in *TV Times*, *Sunday*, *Woman's Realm* and *She*.

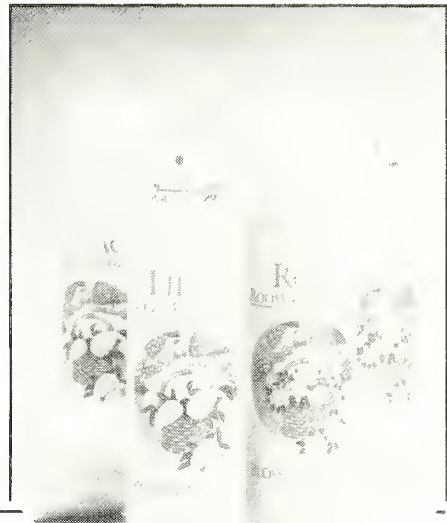
"Spring is a natural product to augment any chemist's range of air fresheners," say Cussons, "representing quality, value for money and carrying the 1001 endorsement." Where stocked, they claim it outsells Haze carpet freshener by six times and Glade shake 'n' vac by four times.

Spring comes in lemon, blossom and floral fragrances, say *Cussons (UK) Ltd, Kersal Vale, Manchester M1 0GL.*

Richards & Appleby have entered the air freshener market with two products launched under the Country Fragrance and Blossom Basket ranges.

The Country Fragrance room spray (£1.45) has a 155ml fill with a "mountain rain" fragrance. The Blossom Basket room freshener (£0.79) comes in rose and lilac fragrances, with a dry formula, which, says the company, is also suitable for freshening soft furnishings.

Both products will build on their experience of the toiletries market and should score with their attractive designs, say *Richards & Appleby, Gerrard Place, East Gillibrands, Skelmersdale, Lancs WN8 9SU.*



There are two changes to the **Astral** range. The Nice 'N' Fresh toilet air freshener now has a plastic holder so that it can be hung on the outer side of the cistern unit and the "Slim Stik" sink freshener/germicide has been repackaged to include a photograph of the product. *Cupal Ltd, King Street, Blackburn, Lancs BB2 2DX.*

Freshaire for Temana International, are withdrawing Airbal standard from the market and concentrating on the premium-priced Colourfresh. They say there will be promotional activity for the brand later in the year and stress that Colourfresh and Cooper are still distributed by Chemist Brokers.

According to marketing manager Vere Awdry, backing Colourfresh is in tune with a consumer trend away from the purely functional fresheners. But it also strikes a chord with Johnson Wax's prediction that the slow release sector in 1985 will see a

thinning-out of brands.

As for the general market outlook, optimism is universal, though retailers and suppliers will be lucky to see a year like 1984. "I'll be surprised if the market grows at 20 per cent," says Vere Awdry, "but not if it grows at 10 per cent." In the words of Reckitt's Jeremy Scrimshaw: "There's no reason why the market development shouldn't continue. The dynamism of the market should mean continued growth. I anticipate there will be better products coming out. It's a very fast-moving market."

Product launches aim to improve on poor '84

The insecticide market is rather like the climate it depends on — unpredictable. 1984 was very much an off-year, according to some of the major companies, with weather conditions not quite to the flies' liking. Even so, flykillers are a traditional and potentially profitable chemist line and manufacturers promise strong support for the coming season.

Air fresheners and insecticides may share a common technology — aerosol sprays and slow release — but the two markets couldn't be more different. Manufacturers can force the pace in the air freshener market, but with insecticides, they are dependent on consumer demand... and the flies.

And in 1984 the flies let the side down. "It was not a very good year for manufacturers," says Vere Awdry of Ashe Laboratories, estimating that the market fell by £0.5m at rsp to about £12m. Reckitt and Bayer give a higher estimate of £14m.

Nielsen Business Services, for the six month period ending October 1984, estimate sales through supermarkets, grocers and chemists as being worth £3.5m.

The problem last year, as always in the insecticides market, was the weather. It was too good. Warm, dry summers do not inevitably mean lots of houseflies. According to Vere Awdry, the fly breeding cycle also needs periods of damp weather. The perfect housefly weather forecast, says Mr Awdry, is a damp Autumn, a mild Winter and Spring, a dry May and then warm and wet conditions over much of the country in July/August. Last year's Spring was "just about right," he says, "but then July and August were too dry. The expected fly population boom never occurred."

Estimates for the two main sectors differ considerably. Bayer say that aerosols and slow releases products are worth £6.7m and £7.3m at rsp respectively, but most other sources see aerosols as being more important. Rentokil find the greatest difference between the two sectors, judging fly sprays at £12m, a clear £10m more than slow release. Nielsen Business Services, from a much smaller market estimate, give

an aerosol-to-slow release ratio of about 69:31 by value. Mintel estimate that both sectors last year were worth £6m at rsp, but say sprays have quite a lead in volume terms. In a sample of about 330 housewives who bought any insecticide last summer, Mintel found 66 per cent bought aerosols.

The latest Mintel figures on brand shares are for 1983. According to these, Floret from Reckitt led aerosol sales with a 27 per cent value share, followed by Cooper (Ashe Laboratories) with 23 per cent and Bayer's Mafu on 20 per cent. Ashe's second brand, Vapona, took 5 per cent, as did Secto. Own-label products had about 15 per cent of the market. As for the slow release sector, Mintel say that brand shares are "remarkably stable" and gave Vapona first place with 55 per cent, Mafu 30 per cent, Secto 8 per cent and "others" 7 per cent.

The slow release approach is not making as much headway in insecticides as it is the air fresheners and Mintel say it may even be losing ground: "Consumer suspicion regarding the effectiveness of these types of insecticides has led to a drift back to use of aerosols." Sprays are probably the most effective household insecticides. Most use pyrethrum, or synthetic compounds called pyrethroids, which cause rapid paralysis in insects but are almost harmless to humans. This and the fact that pyrethrum is a natural substance, derived from the dried leaves of a variety of chrysanthemum, feature heavily in aerosol marketing.

Slow release products may be "on guard" all the time but they are probably not the ideal weapon for "hunter-killer housewives", as Vere Awdry calls them. According to Mintel, technical limitations restrict the use of pyrethrum in slow releases. An insecticidal strip like Vapona releases a more toxic chemical (dichlorvos) into the room atmosphere over a period of weeks. Slow release products tend to be "strongly AB orientated," say Mintel.

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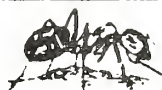
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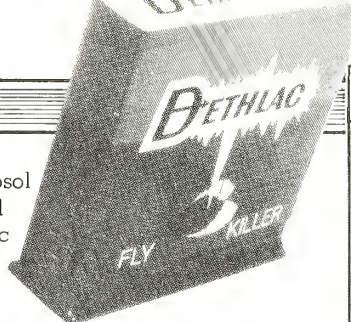
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Rentokil's household aerosol range (left) and the new Dethlac slow release flykiller



PRODUCT NEWS

The **Nippon** ant and crawling insect spray (£1.84) for 1985 has a new formulation containing permethrin/tetramethrin and now comes in a 256g size. Synchemicals have also repackaged the **Py** range of garden products and the house plant pest killer (£1.21) which now comes in a 114g size. *Synchemicals Ltd, 44 Grange Walk, London SE1 3EN.*

Vapona have produced a free full-colour pest calendar to help retailers advise customers on insecticides. "It contains information on the times when each insect is a problem — and when the problem is likely to be acute," says the company.

Both **Insectipen** and **Vapona** mothkiller now come in slimmer packs to save shelf room, says the company, and the mothkiller also has a hook for hanging on wardrobe rails. **Vapona** are planning a special consumer promotion for **Insectipen** and promise an advertising spend this year of £120,000 for the whole range, including the newly-launched **Green Arrow** fly and wasp killer.

Further details and free pest calendars are available from *Chemist Brokers, Milburn, 3 Copsem Lane, Esher, Surrey.*

Secto say they will be introducing a slow release fly killer in May specially for smaller room treatment, and have repackaged the mothproofing aerosol and wasp killer aerosol in lithoprinted cans. They also say they have reformulated the mothproofing aerosol which now provides "better fabric penetration and protection, killing moths and their grubs for up to two years." *Cupal Ltd, King Street, Blackburn, Lancs BB2 2DX.*

Rentokil are moving into the consumer insecticides market with three new ranges: household aerosols, greenhouse and garden aerosols and a garden care range.

The three ranges will get a £1.3m advertising campaign including television, consumer and trade press advertising, say *Rentokil Consumer Products, Felcourt, East Grinstead, West Sussex RH19 2JY.*

This month sees the launch of the **Dethlac** slow release fly killer from **Gerhardt**. It comes in a red, yellow and blue pack "which will stand out on chemist shelves," say **Gerhardt**, and uses dichlorvos as its active ingredient.

Dethlac's promotional spend this year will be £18,000 in home and gardening magazines, specifying that the products are available from chemists, say *Gerhardt Pharmaceuticals Ltd, Thornton House, Hook Road, Surbiton, Surrey KT6 5AR.*

Healthy ring on chemists' cash tills

Insecticides may be worth more to the independent pharmacist than air fresheners, even though the domestic deodorant market in total is much bigger.

According to Nielsen's figures, independent chemists sold about £650,000 worth of insecticides between May and October last year. That works out at about £100,000 more than air freshener sales for the 12 months up to October last year.

Nielsen's figures also show that the insecticide trade through multiple pharmacies was about £88,000 and £234,000 in drug stores, though the grocery/supermarket outlet was far and away the biggest, with sales of £2.5m.

Even so, chemists still have a sizeable market share, say **Bayer**, with 30 per cent. **Vere Awdry**, marketing manager for **Vapona** and **Cooper**, says 25 per cent (excluding **Boots**) and says chemists do well partly because the consumer looks to them for professional advice.

"Chemists and drugstores," say **Bayer**, "are a particularly important outlet for slow release lines where own brands are virtually non-existent, brand loyalty is greater and higher, more profitable, shelf prices can be maintained." **Vere Awdry** says that slow release products "are taking an increasingly larger share of the total chemist market" but adds that insecticide sprays are still much more important. He gives an aerosol-to-slow release ratio in chemists of 58:42 by value and 69:31 by volume.

Slow release brand shares in pharmacies are roughly the same as they would be across all outlets. According to **Vere Awdry's** estimates, **Vapona** leads with a 52 per cent value share, followed by **Mafu** with 26 per cent and **Secto-Vap** on 17 per cent. But in aerosols, **Mr Awdry** gives **Reckitt's Floret**, the brand leader in grocers with 45 per cent, just 10 per cent of value in chemists. **Mafu** takes 14 per cent, **Secto** 25 per cent and **Cooper** is the brand leader with 27 per cent.

But this year, **Cooper** and the other established brands will have to face new

competition, with sales forces very much alive to the chemist outlet. **Rentokil** have just launched a range of household insecticides and say they are "about to embark on a major distribution drive into the chemist sector." **Synchemicals**, who market **Nippon**, also say they are looking to increase sales through pharmacies.

Chemists may also find themselves under pressure to stock more gardening and greenhouse insecticides. **Rentokil**, judging this market to be worth £7m at rsp, have introduced two new ranges here. Gardening insecticides may be marginal chemist lines but **Pan Britannica** say chemists may be able to do well in "the field of purely natural insecticides/fungicides."

As with any product sector, stocking insecticides will depend on shelf space and possible margins. "Insecticides may be a small part of the chemist's turnover," says **Vere Awdry**, "but they can be profitable."

Market outlook

Household insecticides may never be the most dynamic market around but 1985 could see changes from three of the interested parties.

Consumers, say **Rentokil**, are turning back to one of the more traditional methods of seeing off the bluebottles — fly papers. They may not have the chemical formulations of aerosols or slow release but **Rentokil** say the market last year was worth £0.5m and they expect further growth.

Manufacturers and suppliers are putting quite a bit into the market, with new slow release flykillers from **Gerhardt** and **Secto**, and a complete new range from **Rentokil**. Advertising expenditure on flykillers is never great but **Rentokil** for one say they are planning a major campaign later in the year, including television coverage. **Vapona** also promise considerable consumer advertising.

Finally, the insects themselves are planning their own version of a product launch — in selected areas. **Rentokil** say that the carpet beetle has been available in southern regions for some years. Now it has worked its way as far north as **Hull**.

The exact size of the total market in 1985 will depend, as always, on the weather. At least when it comes, demand for insecticides, as **Bayer** say, "is of proven and regular worth."

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Ownership and control limits

The issue of ownership of pharmacies by pharmacists is still a major challenge to the professional integrity and future status of pharmacy in this country. We said so in 1983 and in 1984. We are saying it again in 1985, convinced that the limited list and the possibility of limitation in the number of contracts has presented us with new opportunities to advance the case for pharmaceutical ownership.

The list suggests we now have a Government prepared to make qualitative judgments on the prescribing of medicines. Although financial reasons may have been the initial incentive, some medical advice must have been taken from the DHSS.

So now is the time to assert that all medication should be based on sound pharmacological criteria and the systematic control of patient compliance and response — which would not be remotely possible without confining all medicines to pharmacies. An essential precondition for the effective ownership and control of pharmacy practice.

Ownership is a powerful and attractive incentive in any human situation, but to the pharmacist caged in legal and ethical responsibilities it is a necessity from which the "contract" cannot be excluded. There must be a basic flaw in making a contract with non-pharmacists when it cannot be sustained without the pharmacist. Or is there a legal flaw in paying, as part of that contract, a professional fee to a person or persons not members of our profession? Surely a professional fee can only be paid to a professional person. It should not be paid to an employer. The contract is a professional agreement to provide a professional service and should be made with the pharmacist. If it can be shown that it is sensible and safe to make the pharmacy the focal point of all medicines, and of all contractual responsibilities with the pharmacist, then it is but a short step to complete ownership and control by the pharmacist.

Nevertheless the burden of proof is still heavy if we are to overcome the existing situation in this country where no one may own a medical, dental or veterinary practice other than the doctor, dentist or veterinarian. But anyone can own a pharmacy and does. This is the ugly thorn in our professional flesh painful enough to push us once again into action.

Corporate bodies, in this country, are considered as "persons" in law. To own a pharmacy, a corporate body must make a pharmacist the managing director to keep

within the law. It should then be reasonable and logical to classify it as a "pharmaceutical person." In this legal category is it possible for a "pharmaceutical person" to operate several pharmacies and still remain within company law? This is a question that should be challenged and tested, in the courts if necessary, because it could have a significant influence on the nature of ownership in this sphere.

The issue of pharmaceutical ownership gets more complicated the more you think about it. But this is not the time or reason to surrender.

The special meeting of the Society held on October 30, 1983, called on Council to organise a campaign to convince the nation and Parliament that the increase in pharmacy ownership by commercial and financial institutions was not in the best interests of health and patient care in this country. The response did not come until January 1984. Our representatives at Lambeth stated: "the motion carried by the meeting represents an ideal which would be acceptable to most, if not all pharmacists; but it is an ideal to which progress should be made with caution and discretion."

How feeble and defeatist can you get! It suggests a belief that this form of ownership is just a dream: the reality far beyond the reach of a heavily commercialised profession. An unattainable ideal imprisoned forever in the past and now the victim of unacceptable market forces. A futile quest for a non-existent pharmaceutical "Holy Grail". If this is the philosophy paralysing our elected members at Lambeth it should be repopulated by members who believe that "the ideals of today are but the commonsense of tomorrow". If action cannot be expected from Lambeth, we must go it alone.

The campaign should be aimed at branches to encourage them to form action groups to exploit all avenues for the advancement of our cause.

We would like help and advice from any pharmacist in this brave attempt to rescue our profession from further distortion and possible extinction. If we could mount a campaign of sufficient intensity to create a united profession, committed to this issue of ownership, it would be possible to organise a situation where it would be inconceivable a pharmacist would want, or find it necessary to work in a pharmacy not owned by pharmacists. Surely it is worth a try!

Ashwin Tanna
London E18
Dengar Evans
Gwent

Turning the 'Ag & Vet' worm

I wonder if the average community pharmacist is sufficiently aware of the importance of stocking horse wormers over the next three-year period.

It has been stated by the Ministry that saddlers will no longer be able to supply equine anthelmintics at the end of that period. However, there is a possibility this ban will not be enforced since a sufficient distribution is not available through pharmacist-controlled outlets.

This brings us to the wider issue of the distribution of animal medicines through pharmacy. As it is, those involved in veterinary pharmacy know only too well the legal category 'P' is being passed over again and again. Without any doubt the major practical reason for this is that (and we must admit this) there is not yet a sufficiently widespread network of Ag and vet pharmacists to give the level of distribution which makes pharmacy the route of choice for distribution and control of these products.

We understand that an effort is currently being made in the case of equine anthelmintics to make these readily available to all of us in small quantities. An information package is being assembled which, it is hoped, will be available to all community pharmacists. This package is being brought together independently by some key members of the Ag and vet group of the Society. As soon as this is available we would urge all pharmacists to obtain it. You do not have to be a practising Ag & vet pharmacist to sell horse wormers.

Remember the market is ours and is considerable. If we fail to provide the distribution this time we have much more than horse wormers to lose.

Lynda Fraser
Secretary
Solway Agricultural Chemists

Plymouth bash

I shall be making arrangements for the reunion luncheon for former students of the old School of Pharmacy at Plymouth. The preference is for it to be held not in March, as last year, but towards the end of the year. I shall accordingly be making arrangements for, provisionally, October 6 or 13. I would be grateful if those wishing to attend would let me know which date they prefer.

Mervyn Madge
Secretary,
Plymouth branch of PSGB.

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AAH pay £15m for Vestric to take No 1 wholesale spot

Allied Anthracite Holdings have bought Vestric, so becoming the country's largest pharmaceutical wholesaling group. The price paid was £15m.

AAH, who already owned Hills Pharmaceuticals, Mawson & Proctor, Herbert Ferryman and Northern Pharmaceuticals, will have a combined gross turnover of about £500m. Unichem, their only rival, have sales of nearly £400m.

Glaxo, Vestric's old owners, value the company's share capital, loan stock and reserves at £25m. The £10m shortfall will be shown in their next accounts as an extraordinary charge. Vestric's net tangible assets are also valued at £25m.

Glaxo have made no secret of their wish to dispose of Vestric. Two years ago, they floated the idea of bringing in other drug manufacturers to form an owning consortium, but nothing came of the idea.

They point out that Vestric have never fitted in with the rest of their activities, and that they do not operate distribution companies anywhere else in the world.

"We therefore believe Vestric's future might best be secured by its sale to a group which pursues distribution as a primary business objective," they say.

"There's a lot of money turned over in pharmaceutical wholesaling, but not a lot left on the bottom line" say Glaxo. Quizzed on the Vestric's price, their spokesman said AAH seemed quite satisfied "...and so are we, or we obviously wouldn't have gone ahead."

John Johnston, AAH's deputy chairman, agrees they got Vestric for a good price. "But they were something of a thorn in the side of Glaxo." The company's policy is to run the various subsidiaries as self-contained companies, and this is what will happen with Vestric.

Managing director Peter Worling and his team will not be changed. Mr Johnston will join the Vestric board, together with AAH chairman Bill Pybus and Bill Revell, the director who looks after their pharmaceutical wing.

Although AAH have no plans to amalgamate their pharmaceutical interests, they will be looking at ways to take advantage of their joint buying power. There's also the possibility of Vestric support services, being extended to the group's other customers.

"We were already going ahead with

portable data terminals," says John Johnston, "but now we're obviously looking at a very different animal." Vestric's finance and pension support schemes for pharmacists may be other candidates for this treatment.

AAH will take 19 full branches from Vestric, together with the company's transhipment depots. The new group will have two depots in Birmingham, Southampton, Reading and Gateshead, with Southern and Central England also heavily covered.

An extraordinary meeting of AAH shareholders has been arranged for March 29, as their approval will be needed to finalise the deal. It is hoped the Office of Fair Trading will be able to tell AAH they are safe from a monopolies referral by then.

'There's a lot of money turned over in pharmaceutical wholesaling but not a lot left on the bottom line'

It has been AAH's declared policy to get national coverage ever since they first became involved in pharmaceutical distribution with the purchase of Hills parent Chemists Holdings in 1976. "We consider distribution to be a business we know something about," says John Johnston. "We've found the shift to chemists' goods not as dramatic as it seems."

"Distribution's been going through a difficult period, so we've not been able to get there as quickly as we'd have liked," he goes on. "But a few months ago the market seemed to be at rock bottom, and we decided the time was ripe."

"Society can't do without pharmaceuticals, and wholesalers provide a vital link." I just hope pharmaceutical distributors get an adequate reward."

Vestric's Peter Worling describes questions on changes to Vestric's day-to-day operation as "not pertinent. "This is just one company buying another company's shares" he said. But he is confident the change of ownership will enable the company to develop even more rapidly its ideas for supporting the retail and hospital pharmacist.

Mr Worling said plans were being formulated for further areas of development to support the pharmacist,

including an expansion of "own label" and Family Health products with particular emphasis on the opportunities which the limited list would give for counter prescribing.

Unichem managing director Peter Dodd accepts the deal will knock his company off the number one spot. "We will seek to collect some of the crumbs from the rich man's table" he says.

"I'm pleased Glaxo have got rid of what had become an embarrassment to them, though I must say they think they've always acted very honorably in keeping Vestric at arm's length."

"Despite what they say about operating all the companies separately, I can see at least six cases where they'll have to close depots to avoid duplication. The Stock Exchange will expect the new group to perform, and it's logical they bring different parts of the business together."

Mr Dodd accepts AAH's greater buying power gives them the potential to beat Unichem on price discount terms "...although I don't think it'll happen."

Vestric joins an established distribution service group whose interests include the wholesale and retail distribution of solid and liquid fuels and builders supplies, specialist road haulage and environmental services. These other activities contribute approximately £420m to total turnover. AAH's pre-tax profits in the year to March 31, 1984, were £10.47m and the total number of employees was 4,700. In the expanded group the total number of employees will rise to over 6,500.

Vestric last year reported sales up 16 per cent to £325m for the 12 months to June but trading profits fell by £1.2m to £2.8m.

National spread

David Anthony Pharmaceuticals have set up their own national sales force.

Representatives will be calling on retail pharmacists, GPs, hospital doctors and community health centres. The team is headed by newly appointed sales and marketing manager John Latham.

The company handles Health Care's Novaprin and will be moving moving into photographic products with Fuji film and Hanimex cameras. *David Anthony Pharmaceuticals Ltd, Edwards Lane, Speke, Liverpool.*

The Department of Trade and Industry's January retail sales index (1980=100) for chemists shows a year-on-year rise of 15 per cent to 132 (NHS receipts are excluded). The figure for all businesses rose by 10 per cent to 135.

Chemist & Druggist 16 March 1985

Barclays: now they are two

Barclays are closing down at Sheffield. Head office functions will be devolved to their two remaining depots at Grimsby and Newtownabbey in Northern Ireland.

This news follows last week's announcement of closures at Stoke and Newport. The company's Coventry branch ceased trading just over a month ago.

Barclays cite the limited list and the current 2½ per cent profits cut as reasons for the closures. "The depots we've closed were marginal," says managing director Mike Hennessey. "But Grimsby and Newtownabbey are strong enough to withstand the charges coming up, and I

can give a categorical assurance that they'll be remaining open."

The Sheffield depot had annual sales of between £13 and £14m. Mr Hennessey says Barclays have managed to retain "a few" of their old customers.

The company's Enterprise OTC operation will be one casualty of the closure. Newtownabbey has always run its own OTC business, and will continue to do so, but Grimsby's OTC stock will be cut back to some 300-400 lines. "We'll be offering much the same products, only fewer of them," says Mr Hennessey.

There will be about 40 redundancies at Sheffield, some at senior management level. One director is to go.

Head office functions, previously based at Sheffield, will shift to the remaining branches, as they become self-contained regional wholesalers. Details here have yet to be decided.

List losses may be final

Retail pharmacists will find it hard to make good any losses resulting from the limited list and higher prescription charges by selling more cosmetics or OTC products.

A report in this month's Retail Business says any increased OTC sales resulting from the limited list proposals "are more likely to be made in non-pharmacy outlets, at least where they involve analgesics, cough medicines and antacids."

Cosmetic sales will be difficult to improve on, partly because of increasing competition from other outlets for sales, but also because the market itself is depressed. Output last year tailed off in almost all sectors, says the report, with the

sharpest drop in face makeup products. The only exceptions were creams and lotions, and sunfilter products which grew by over 20 per cent.

Overall, the report says family spending on chemists' goods has been static in the 1980s, with medicines and surgical goods taking only 0.4 per cent of total family expenditure and toiletries/cosmetics just 1 per cent.

Any increase in revenue will depend on total consumer spending but Retail Business says its own estimate last month of a 2.1 per cent rise in 1985 may be optimistic.

Within the chemists' goods market, both women's and men's toiletries registered healthy growth, though the output of women's perfumes and colognes did falter. The toilet soap market showed output to September last year up 23 per cent on the same period in 1983.

CP expand at Wrexham

Generics and hospital products manufacturers CP Pharmaceuticals last week opened new facilities at their Wrexham plant as part of a £1m expansion plan.

CP were founded in 1983 from a merger of Charnwood and Wedell, acquired by Fisons in 1980 and 1983 respectively. Now the Weddell pharmacy insulin and heparin chemicals plant at Wrexham has been re-built to concentrate on liquids, creams, ointments and sterile products, while the Charwood factory at Leicester specialises in tablets.

Fisons will soon start a £9m investment programme at Holmes Chapel where Sanatogen is manufactured.

The Wrexham extension has created an additional 20,000 sq ft of factory space, bringing the total to 60,000 sq ft on a five acre site.

Tatung package

Tatung (UK) are offering pharmacists a package of inventory control and label production that provides for maintenance of re-order levels, giving stock control based on holding rather than usage.

The package for the Einstein microcomputer utilises Phial, the Pharmacist Inventory and Labelling System for New Miracle Software.

The system produces labels to PSGB standards, say Tatung, and warns of potentially dangerous interactions. It is also capable of handling script statistics for DHSS returns and has a capacity for 2,000 drugs. *Tatung (UK) Ltd, Stafford Park, Telford, Shropshire TF3 3AB.*

Park's list

Park Systems have introduced a new drug list which identifies all non-allowable items on the Government's drugs blacklist with an easily recognisable code.

The list will be on all new systems, available to existing users on request.

The price of the Park 500 system is to go up to £650 from April 1, but all inquiries received before that date will be dealt with at the old price, say *Park Systems Ltd, 17 Gascoyne Street, Liverpool L3 6BS.*



Three men, between them accounting for over £1bn worth of pharmaceutical wholesaling in Europe, met recently to discuss how their companies can co-operate. Jurgen Brink, from Wiveda in Germany, flanked by Unichem's Peter Dodd (left) and Wim Dermer, from Holland's OPG, have set up two working parties to look at how their companies can save money by working together. OPG played host to the meeting.

Red tape report is imminent

The Government's report on red tape for small businesses, to be published soon after the Budget, will be handed over to Lord Young's Enterprise Unit.

The Unit will look at ways to implement the conclusions. The report is the result of several months' work by seven Government departments, working under David Trippier, the Minister for Small Firms at the Department of Trade and Industry.

DOTI call it "a study of the costs borne by small businesses in complying with administrative and legislative requirements of central and local government." It is thought to cover amending safety legislation, making planning permission easier, extending the enterprise allowance scheme and relaxing consumer law.

Nicholas buy Kanga Products

Nicholas Laboratories have acquired Kanga Hospital Products from Charles Turner & Co for an undisclosed sum.

The move, effective from February 22, is part of Nicholas's plans to capitalise on the incontinence market. "Kanga's range," says Brian Savage, professional products division manager, "is complementary to our own Kylie bedsheet."

Ordering is still through Bolton until July, when inquiries should be addressed to Nicholas in Slough.

Rockware PET

Rockware Group have entered the PET container market with the launch of standard bottles for liquid pharmaceuticals.

The 100ml and 150ml bottles are being produced in two colours — amber and clear — with a choice of neck finishes for standard closures. Coated bottles are available if enhanced barrier performance is required.

The standard PET bottles are being offered to pharmacists for use in dispensing. Available through existing Rockware suppliers, the bottles are similar in price to glass dispensing bottles.



Mr David Jefferis (standing), Stiefel managing director, welcomes MP Timothy Smith (right) at the opening of the company's new Buckinghamshire headquarters. Also present is Herbert Stiefel, president of the international division.

MP predicts list is final

The limited list is unlikely to be extended any further, predicted Timothy Smith, MP for Beaconsfield, last week.

The list was concerned only with seven areas of clinical need, some of which were deemed to be minor, so to extend it would mean entering controversial areas of more serious ailments. "I do not myself believe it constitutes the thin end of the wedge."

Mr Smith, who is Parliamentary private

secretary to Home Secretary Leon Brittan, was speaking at the official opening of Stiefel Laboratories' new offices and warehouse in Woburn Green, Bucks. There are 25,000 sq ft of warehouse space and 15,000 sq ft of offices, with a further 5,000 sq ft expansion planned during the next two years.

Stiefel's staff moved into the £1.7 million building last November. It will serve as the international headquarters, responsible for all business outside North and South America. A new factory is planned to open in late Summer to augment other manufacturing facilities in Ireland and the USA.

COMING EVENTS

Thursday, March 21

File Branch. Pharmaceutical Society. The City Hotel, Dunfermline, at 7.45pm. A.D. Allen, member of Council, on "My views and yours." Joint meeting with Stirling Branch.

Bedfordshire Branch. Pharmaceutical Society. Bird-in-Hand, Henlow Camp Crossroads, at 8pm. Dr D. Bailey, Welsh School of Pharmacy, on "Drugs and the driver".

Dundee & Eastern Scottish Branch. Pharmaceutical Society. Lecture theatre 3, Ninewells Medical School, at 7.30pm. Talk by Mr Colin Hitchings, past president.

Bath Branch. Pharmaceutical Society. School of Pharmacy and Pharmacology, Bath University, at 8pm. Ms Susan Kay on "The restoration of the theatre royal, Bath".

Mid-Glamorgan Branch. National Pharmaceutical Association. Duffryn Ffrwd Hotel, Caerphilly Road, Nantgarw Mid-Glamorgan, at 8pm. Annual meeting.

Bradford and Halifax Branch. National Pharmaceutical Association. Lecture theatre D4, Richmond Building, University of Bradford, at 8pm. Dr D.H. Maddock, Pharmaceutical Society president, on "Current affairs in pharmacy." Joint meeting with Bradford Branch, Pharmaceutical Society.

Friday, March 22

Plymouth Branch. Pharmaceutical Society. Royal Seven Stars Hotel, Totnes, at 7.45pm. Dinner and music hall evening. Tickets are £9.75, from C.M. Noakes (tel Saltash 2633).

Advance information

National Pharmaceutical Association. training schemes: "Photographic sales training," Kodak House, 190 High Holborn, London, April 16, at 9.45am. £28 NPA members, £34 non-members (coffee, lunch and tea included). "You and the law," Great Northern Hotel, Kings Cross, London, April 17-18, at 10am. £115 members, £138 non-members (coffee, lunch and tea included). Bed and breakfast available at £37 per person. "Diet and skin care course," Strand Palace Hotel, Strand, London, April 25, at 10am. £28 members, £34 non-members (includes coffee and tea, but not lunch); "Hair care and sunton products," conference room, L'Oreal, 30 Kensington Church Street, London W8, May 14, at 9.30am. £15 members, £18 non-members (includes coffee and tea, but not lunch), and "Security," College for Distributive Trades, 30 Leicester Square, London, May 16, at 9.45am. £60, (includes coffee and tea, but not lunch). All prices include VAT. Applications to training department, *National Pharmaceutical Association*, Mallinson House, 40 St Peter's Street, St Albans, Herts.

Society of Cosmetic Scientists. University of Nottingham, March 25-27. Symposium "Formulating better cosmetics." Information from Marshall Chambers, Mill Street, Luton, Beds LU1 2NA (tel 0582 429933).

Numark tee off

The final of the Numark chemist 1985 national golf championship for the Rennie trophy is to be held in Valencia, Spain, October 24-27.

Details from P.G. Duckworth, Numark Chemists, 51 Boreham Road, Warminster, Wilts BA12 9HB (tel 0985 215555).

Sunday, March 17

Chiltern Region. Pharmaceutical Society. Queen Elizabeth Hospital, Howlands, Welwyn Garden City, Herts. Chiltern Regional conference. One day conference "A prescription for the elderly." Considers problems of supply and effective use of drugs nutritional products and appliances for the aged. Details from Mr J.K. Fuller, 10 Tudor Close, Stevenage, Herts (tel 0438 67965).

Monday, March 18

Mid Glamorgan East Branch. Pharmaceutical Society. the Athletic Club, Tall Street, Pontypridd, 8pm. Social evening with Cardiff and South Glamorgan. Buffet supper.

Tuesday, March 19

Ayrshire Branch. Pharmaceutical Society. Piersland House Hotel, Troon at 8pm. Mr R. Clark on "College of Pharmacy Practice".

Manx Chemists' Association. postgraduate medical centre, Nobles Hospital, Douglas, Isle of Man, at 8pm. Mr T.P. Astill, NPA director, on "The cloudy crystal ball".

Wednesday, March 20

Fylde Pharmacy Forum. Manor Hotel, North Promenade. Harveys sherry tasting and refreshments. Cost is £1.50. **Pharmaceutical Society of Northern Ireland.** Culloden Hotel, Craigavad, Co Down at 8pm. President's dinner. Formal dress. Cost is £12 per person inclusive of dinner wines. Fellowship will be awarded to R. Henry Caughey, Muriel Singleton, and Margaret J. Watson. Any member wishing to attend should contact the Society as soon as possible (tel Belfast 226927).

Northumbrian Branch. Pharmaceutical Society. Barnard Room, Imperial Hotel, Newcastle at 8.15pm. Dr D. Hopkin Maddock, president, on matters of topical interest. Preceded by annual meeting at 7.45pm.

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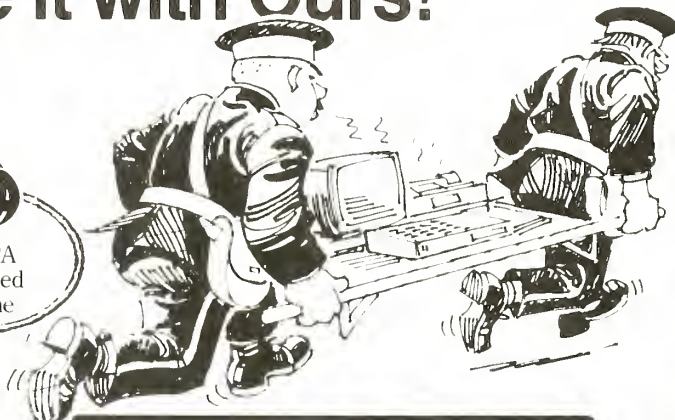
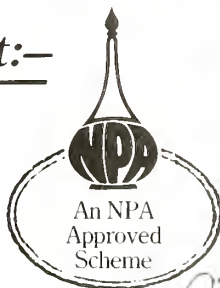
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The School gets Royal visit

Her Royal Highness The Princess Anne, visited the School of Pharmacy in Brunswick Square for its foundation day ceremony on March 6.

The Princess, chancellor of the University of London, toured the school and met students and staff. She was given demonstrations of the latest research techniques, including aspects of the synthesis of anti-cancer compounds, the *in vitro* culture of medicinal plants, and the production of established drugs by biotechnological means.

The tour also included a visit to a second year undergraduate dispensing class, where the Princess was shown techniques ranging from the more traditional manipulative skills to the use of a computer labeller.

The Princess later addressed the vice-chancellor and principal of the University, members of the School's Council, staff, and a number of students and parents.

Welsh hosts to Arab colleagues

Hospitals in South Wales and the Welsh School of Pharmacy recently played hosts to a group of hospital pharmacists from Kuwait.

The visit followed a trip by Dr David Bailey, FPS, the School's director of postgraduate education. Dr Bailey was invited by the Kuwaiti Ministry of Public Health who were worried about continuing education for the country's pharmacists — Kuwait has no school of pharmacy.

When Dr Bailey left Kuwait he invited the Ministry to send pharmacists over to the UK to see the systems operating in this country. But he got a bit of a shock at the timing of their visit. "Just before Christmas I got a cable saying that eight would be coming on January 12," he said.

Placements were fixed up. "They went in pairs to hospitals in Swansea, Newport, Cardiff and Bridgend," said Dr Bailey. The School also arranged some lectures.

And the most interesting thing for the students? "None of them had ever seen snow before," said Dr Bailey. "They were very excited about that. But they didn't realise it was so slippery!"



HRH The Princess Anne meets members of staff of the electron microscope unit in the Department of Pharmacology. From left to right, technicians Mr R.C. Davey and Mr D.E. McCarthy, chief technician Mr G.M. Withers, HRH, and Dr M.A. Simmonds, acting head of the department

Unichem in news

Unichem made an appearance in "Co-operative News" last month, thanks to an article by Labour MP Laurie Pavitt.

Mr Pavitt outlined Unichem's development as a co-operative society and says much of their success is due to the use of modern technology, particularly in stock control.

Mr Pavitt also quotes from American magazine *Drugs Topics* which said "Unichem has succeeded on a level unknown to even the most dynamic US regional chain."

Notts pharmacy moves to Devon

One of Nottingham's oldest pharmacies, with fittings dating from the middle of the last century, is to close at the end of the month. But the shop will be preserved as a permanent exhibit at the Cookworthy Museum, Kingsbridge, Devon.

J.T. Robson Chemist, at the top of Derby Road, near Canning Circus, has been run by Miss Mary Burr, a past Society President, since 1939. Now the lease has expired, and the tobacco company who own it will not renew.

However the Plymouth Park Pharmacy Trust has stepped in and through the generosity of Miss Burr purchased the fittings. The shop will be resurrected at the Cookworthy Museum in April. Miss Burr

has already "left" a shop to Nottingham Council, which has been reconstructed in the Brewhouse Yard Museum.

Mr Cookworthy, although primarily remembered for his connections with the pottery trade, was also a pharmacist.

Miss Burr will be retiring then the shop closes — there are no nearby sites to re-open in. Customers are already regretting the closure, she says.

□ Items from the cellar of Norman Bell (Chemists), of Church Street, Tetbury, fetched £614 in an auction recently.

Eight volumes of prescription records dating from 1855 to 1942, including details of veterinary medicines supplied to the Prince of Wales in 1923, fetched £75. And four cannisters of Cooper's Fly Dip Powder — a sheep pesticide — were acquired by Cooper Agricultural Division.

The sale was a result of the death of Mr Norman Bell, and the sale of the business. Mr Bell, 50 years in pharmacy, was acclaimed a "national hero" after a dispensing row with local doctors in 1967.

APPOINTMENTS

Kimberley-Clark: Mr Roy Hammond has been appointed sales director. He succeeds Mr Don MacKenzie, who is taking over as managing director of Hugo House Beauty Products.

South East Pharmaceutical Group: Moira Gitsham, MPS, has been appointed full time public relations officer. Ms Gitsham graduated in 1980, and has worked in pharmaceutical and medical publishing. Her previous post was with the Pharmaceutical Society as assistant public relations officer.



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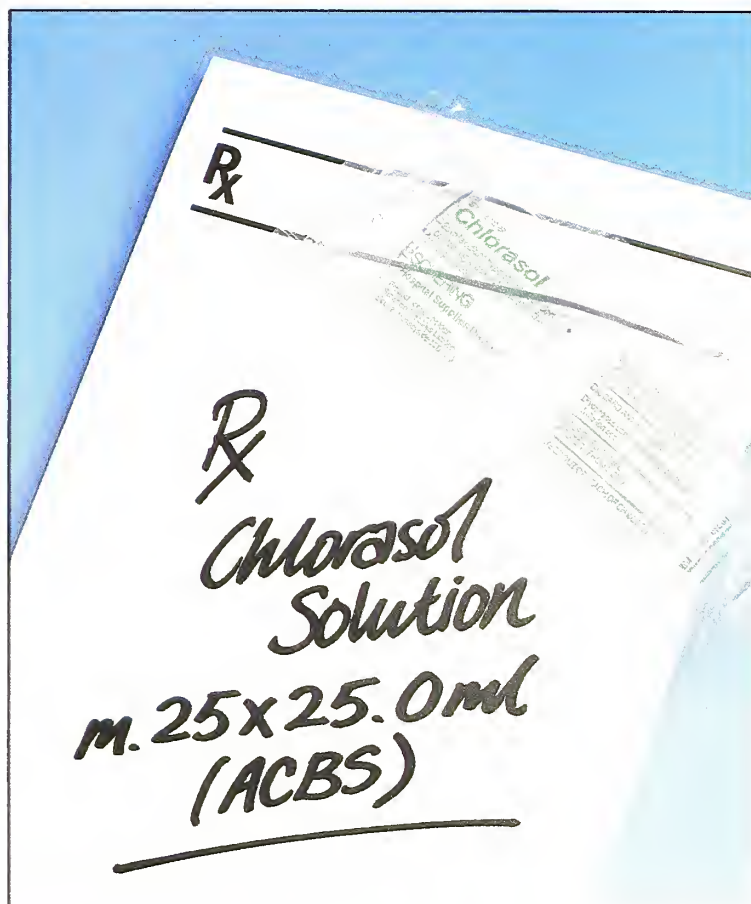
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